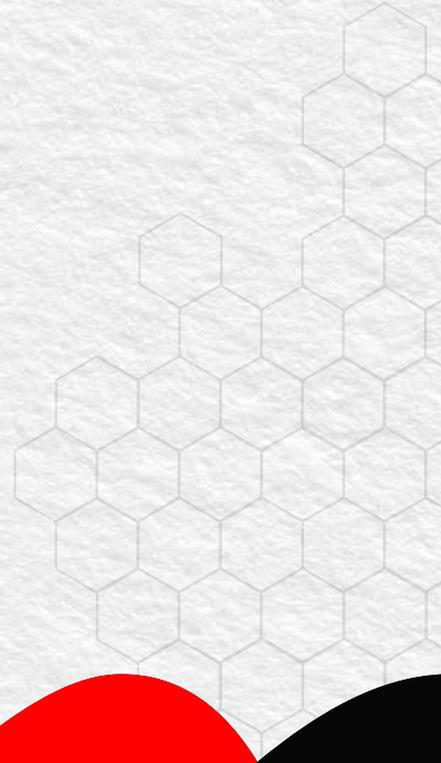


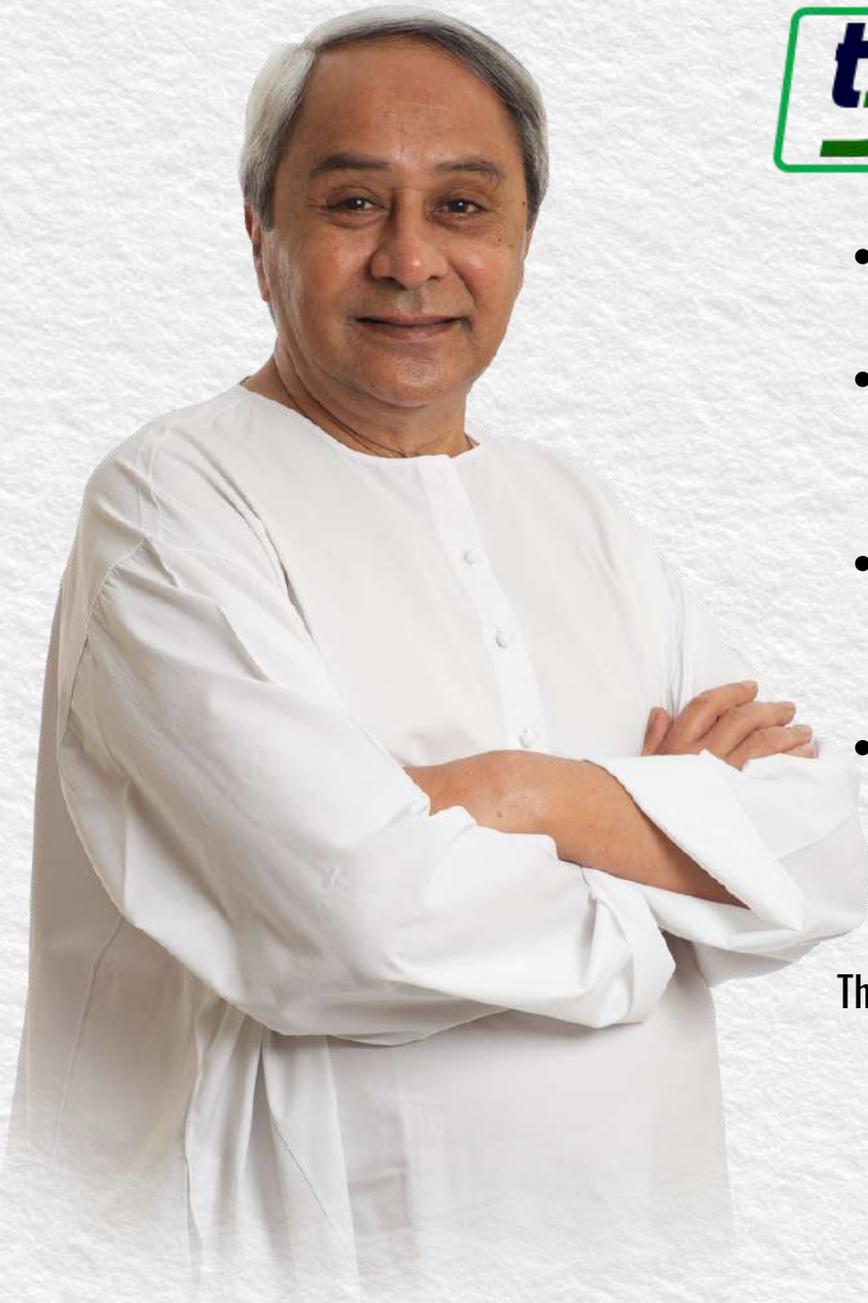


ANNUAL ACTIVITY REPORT

2021 - 2022

**Department of Mission Shakti
Government of Odisha**





- An Empowered Odisha – where poverty will be a thing of the past
- An Empowered Odisha – where women are equal partners in growth and development.
- An Empowered Odisha – which is inclusive of all vulnerable sections in its landscape of development.
- An Empowered Odisha—where the dreams of our youth come true.

The World should know that Odisha's time has come!

...And Our Time Starts Now.

ନବୀନ ଚରଣ ନାୟକ

ମୁଖ୍ୟମନ୍ତ୍ରୀ, ଓଡ଼ିଶା

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About the Department

The empowerment of women is one of the key development initiatives identified by the Government of Odisha. It is well-known that the economic empowerment of women significantly contributes to their social empowerment. Therefore, the promotion of Women's Self-Help Groups (WSHGs) under the aegis of the 'Mission Shakti' programme was adopted in 2001 as a key strategy for achieving women's empowerment.

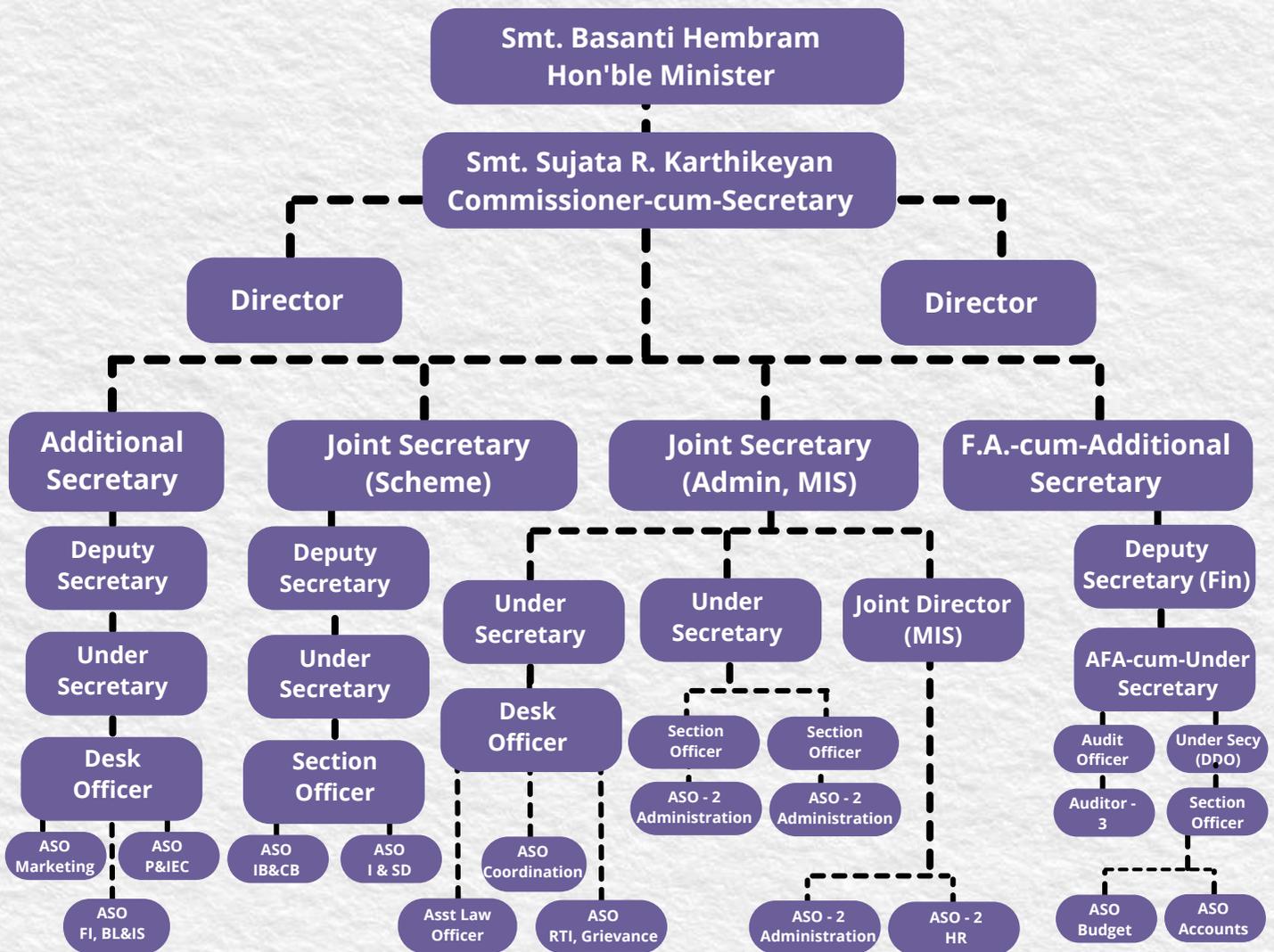
"Mission Shakti" is the self-help mission for empowering women through the promotion of Women Self Help Groups (WSHGs) to take up various socio-economic activities which was launched in the state on 8th March 2001 on the International Women's Day.

Mission Shakti has the clear objective of empowering women through gainful activities by providing credit and market linkage. Empowerment of women through WSHGs under Mission Shakti is a flagship programme of the Government. It envisages that over a period of time more & more women would be part of a WSHG.

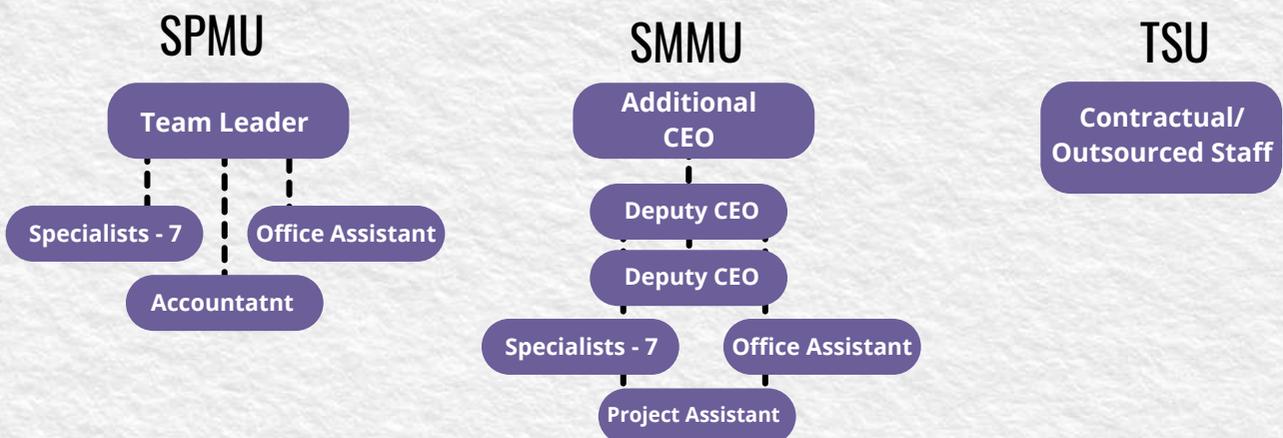
Nearly 70 lakh women have been organized into 6 lakh groups in all blocks and urban local bodies of the State so far. To strengthen the activities of the existing WSHGs and to provide momentum for the formation of new WSHGs, constant handholding and monitoring are undertaken throughout the year.

For this purpose, in 2021, a separate Department of Mission Shakti has been created.

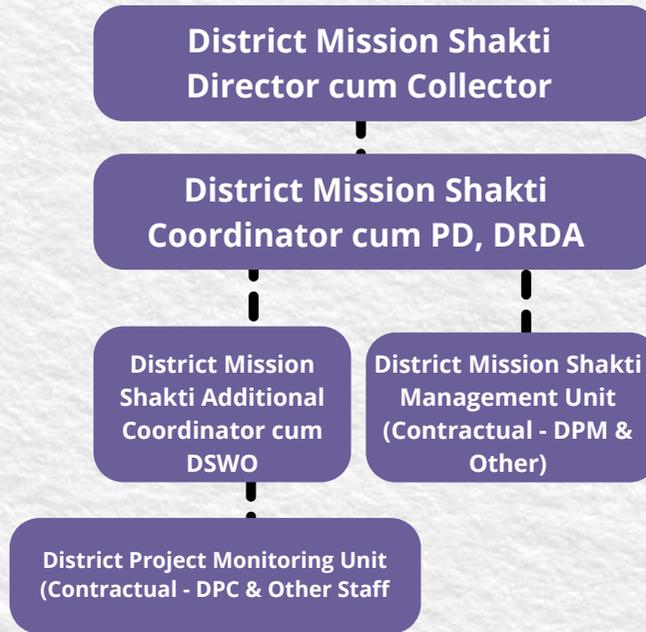
State Administration Unit



State Support Unit



District Support Unit



Block/ICDS/ULB



Team



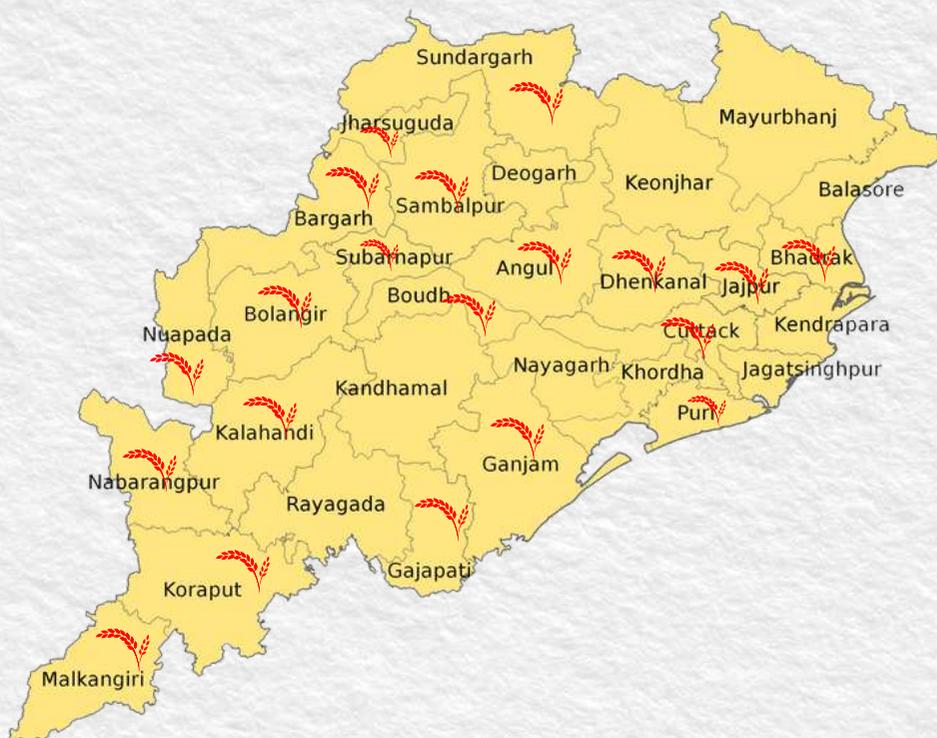
Name of the SHG: Jay Jagannath Utpadaka Gosthi
Dist: Koraput
Activity: Agricultural Production Cluster

Paddy Procurement

When it comes to livelihood in Odisha, almost two-thirds of the population is dependent on agriculture and the main crop is Paddy. Breaking the traditional gender stereotypes, in 2019, Mission Shakti self- help groups were engaged for paddy procurement.

SHGs are selected by the district level committees followed by training on procurement of paddy using the digital platform. Equipped with P-PAS digital technology, iris scanner, laptops etc, during 2021-22 Kharif Season 223 SHGs undertook the online registration of farmers for paddy procurement.

To date, 562 SHGs from 20 districts have participated in paddy procurement in Odisha. This year 18,60,392.39 MT of paddy has been procured, enabling the SHGs to earn a net service charge of Rs. 58.1 crore.



20 Districts



562 SHGs Participation



18,60,392.394 MT Paddy Procured

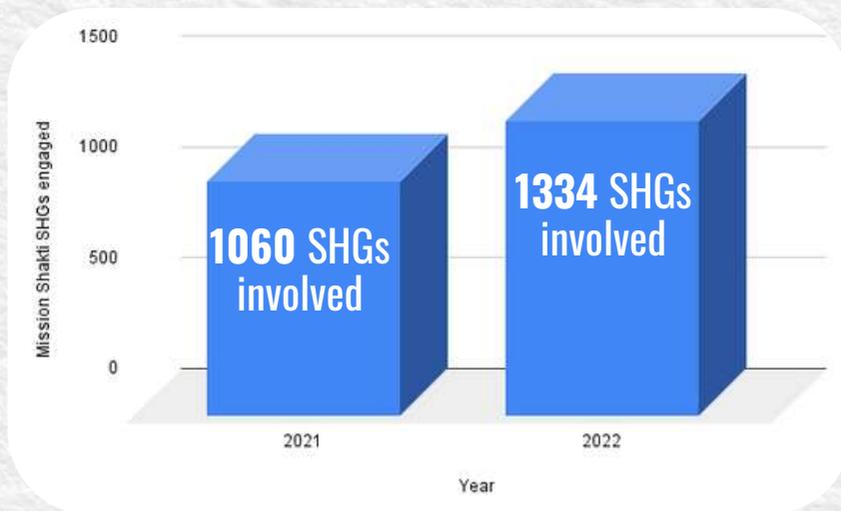


58.1 Crore accrued in commissions

Electricity Meter Reading, Billing and Collection of Charges

To Enhance the livelihood of Women SHGs, Mission Shakti in Convergence with the Department of Energy has engaged women SHGs and Federations in Electricity Meter reading and charge collection activity. Members have been engaged by Distribution Companies (DISCOMs) of GRIDCO Limited under the Energy Department across the state.

1317 SHGs in 21 districts across the state have been included in this effort which has resulted in an increased collection of bills, and a decrease in meter tampering and has brought a higher degree of transparency to the entire process. In the current financial year, Mission Shakti members have reached 9,43,811 consumers, accruing Rs. 10.15 crore as charges in process. It is noteworthy that our SHGs have been able to perform better than other agencies in this largely male-dominated sector.



Presence in **21** Districts



9,43,811 Consumers Served



10.15 crores of commission accrued

Directorate of Animal Husbandry & Veterinary Services

Support To Farmers for Layer Farming in Deep Litter System in SHG Mode

Poultry has been one of the fastest-growing sectors in providing employment to a significant number of people in the State. Poultry rearing is done mostly for egg and meat production. In order to boost poultry production in the state, State Government has accorded Agriculture Status to poultry farming. The Semi Commercial Layer farming in a deep litter system can help meet the nutritional requirement of the growing rural population of the State while becoming a source of additional income for SHGs, particularly the women farmers. In particular, the widespread distribution of poultry birds has an inherent mechanism to reduce extreme poverty. Given the variability of food prices in the rural markets, poultry serves as a less expensive option to provide animal source food.



Directorate of Fisheries

Training and On-Farm Extension Support to Women Self-Help Groups for Pisciculture in Gram Panchayat Tanks

Government has identified fish farming as one of the potential business activities for the WSHGs. Therefore, an inter-departmental convergence program involving departments of Fisheries & ARD, WCD, Panchayati Raj & DW with technical support from WorldFish was mooted and a flagship scheme named “Fish Farming in Gram Panchayat Tanks by Women SHGs” was launched during September 2018. The scheme provided financial support @ Rs. 90,000 per hectare to SHGs, which makes 60% of the operational expenses towards fish production. Two-crop system per year by promotion of stocking of zero size fish fingerlings (50-100 gram size) was highlighted for doubling the productivity of GP tanks. The target production is 2.5 tons / ha / crop of 6 months or 5 tons / ha / year.

During 2021-22, 1882.6 hectares of GP tanks had been earmarked for leasing out to SHGs. Till 21-22, 8052 SHGs engaged in pisciculture harvested more than 12339.14 quintals of fish from GP tanks with a market value of Rs. 158.96 crore yielding a profit of Rs. 70.73 crore for the SHGs.

The scheme has brought a remarkable change in the knowledge, attitude and practices (KAP) of SHGs towards fish farming. Due to the scheme, the availability of fresh fish in the villages has definitely increased. And also, the SHG members have started consuming more fish in their households. This will definitely have a positive impact on the nutritional outcomes of the women and children of the state.



Fisheries & Animal Resources Development Department

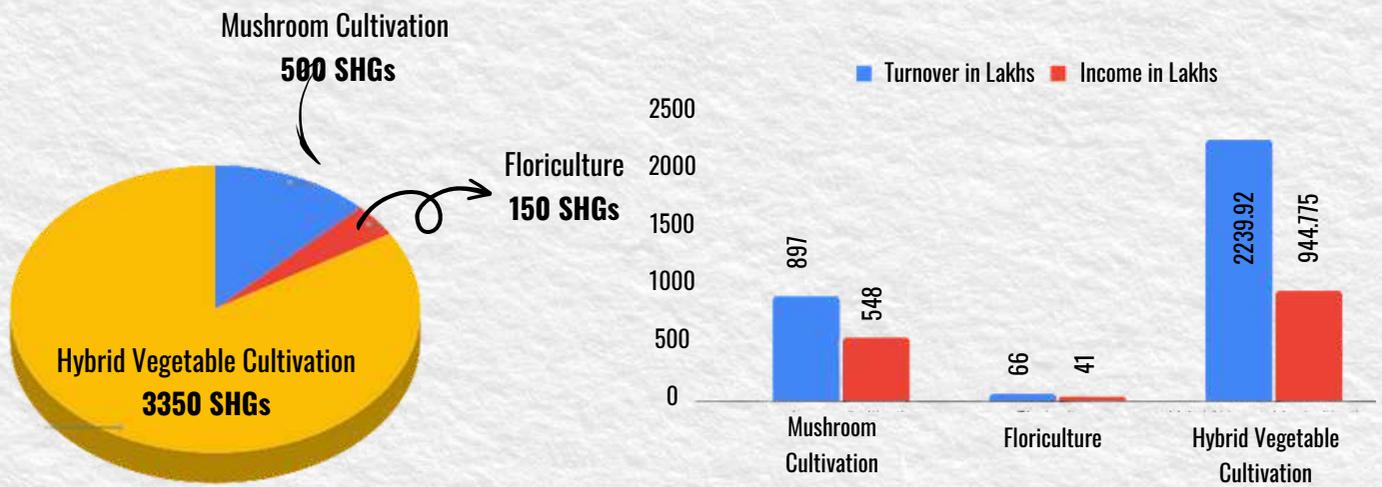
Name of the Activity	No of SHGs Involved	No of Members Involved	Turnover (in Lakhs)
Fishing GP Tank	7419	-	15896.11
Broiler Farming (1000 birds)	1744	-	18690
Layer Farming Deep Litter	1002	-	2855.7
Backyard Poultry Farming (50 bird)	-	1000	2850

*Across the state

Livelihood support to Women SHGs through Horticulture (Mushroom and Vegetable Cultivation On a commercial scale)

Mushroom Cultivation is one of the most sustainable income generation activities for Self Help Groups of Mission Shakti, owing to the requirement of low investment and less space. In convergence with the Directorate of Horticulture, Mission Shakti SHGs across the state have taken up Mushroom Cultivation. This has increased women farmers' income and the creation of rural entrepreneurship.

Similarly, Odisha being an agrarian state, and most households depend on agriculture & allied sectors to sustain their livelihoods. Capitalising on their traditional knowledge of horticulture, members of many Mission Shakti SHGs have taken up the management of farm-based resources, especially vegetable cultivation across 30 districts. This ensures nutrition security while creating additional income for the SHG members with the least expenditure.





Supply of Pre-School Uniform to Anganwadi Centres

Pre-school education is a crucial component of the package of services envisaged under the ICDS Scheme. It aims at universalization and qualitative improvement of primary education, by providing the child with the necessary preparation for primary school. These guidelines are for involving SHGs/ Federations in the supply of pre-school uniforms in AWCs.

Features of the Programme:

- Procurement and distribution of uniforms to preschool children in AWCs through women SHGs have been taken up under the Sishu Poshak Karyakram under Malati Devi Prak Vidyalaya Paridhan Yojana 2019-20.
- Under this Programme, 20.24 lakh preschool children in the state are provided with 2 sets of preschool uniforms as per the prescribed colour composition.

The provision of two sets of uniforms per student is an important initiative of the State Government.

Skill Based Training for SHG members to undertake Agri-based income-generating activities in convergence with OUAT

Aimed at improving sustainable livelihood opportunities for women SHGs in the agriculture sector, this convergence between Mission Shakti and Odisha University of Agriculture & Technology (OUAT) provides skill-based training for 3000 SHG members (250 members/KVK by twelve KVKs) to develop their competency to undertake Agri-based income-generating activities. Apart from that, the program has created successful cases of economically empowered SHGs for upscaling and outselling. Mission Shakti SHG members are being trained in seven Agri-based enterprises such as Paddy Straw Mushroom Production, Oyster Mushroom Production, Vermicompost Production, Nursery raising of vegetables, Beekeeping, Poultry Farming, Goat Farming.

Further, 12 nos of Krishi Vigyan Kendras (KVKs) have undertaken activities focusing on one or two enterprises per KVK, selected based on the strength of the KVK and feasibility of the enterprise in the district, with the Department of Mission Shakti playing a pivotal role in facilitating the financial and market linkages of the trained SHGs.



Odisha Rural Development and Marketing Society

Department of Mission Shakti in partnership with ORMAS aims the promotion of various livelihood initiatives and marketing support to women SHGs. The objective of the project is to empower the rural women producers through the marketing of rural products in convergence with ORMAS as it is important that the women producer groups need to find a market for their products. It aims to create micro-enterprises mainly through Livelihood promotion and Marketing support with special emphasis on the need for formation & promotion of new Women Producer Groups (PGs), marketing/technology interventions, value addition through capacity building of the institutions and strengthening of the existing business incubation centres as these centres serve towards capacity building of SHGs and PGs.

Under the Marketing support, the focus is on establishing market linkage for rural products made by Women Producer Groups and SHGs. The project envisages addressing the issues of the marketability of the products and to ensure market access by providing training & facilitating marketing access for PGs through various marketing means.



Hiring of Young Professionals & Technical Support Agency (TSA)

33 Young Professionals (YPs) have been hired for a period of 3 years to work towards marketing, branding, aggregation of SHG products etc. Rs. 5.50 crores have been approved for the same. Similarly to provide forward linkage support system in the promotion & marketing of Women SHG-made products, Technical Support Agency has also been hired.

Strengthening of PGs and supply chain development in convergence with ORMAS

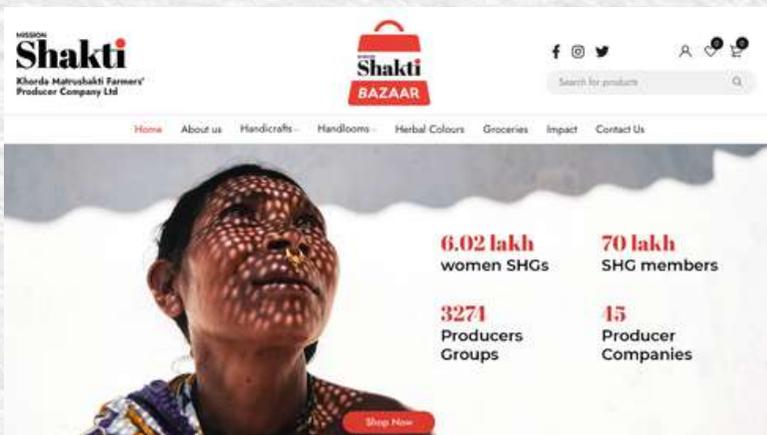
Mission Shakti in collaboration with ORMAS has resumed the process of formation of 300 PGs resulting in strengthening of supply chain, product standardization & achievement of economies of scale. 300 PGs have been formed and 274 PGs have been provided with IB & CB Fund.



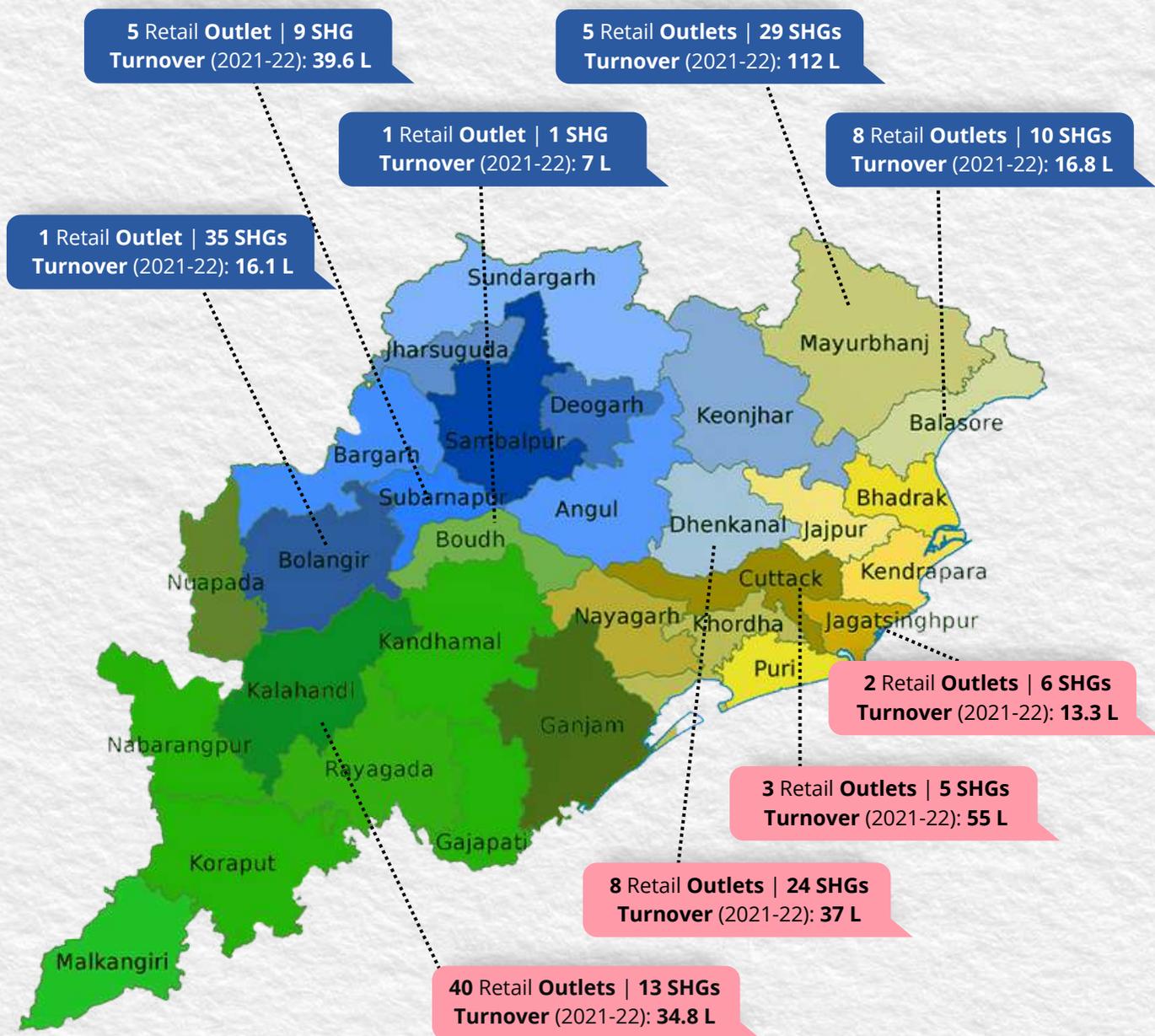
Unlocking entrepreneurship amongst women provides an unprecedented opportunity to change the economic and social trajectory of women for generations to come. Boasting more than seven million women, from different districts and age groups, Mission Shakti Bazaar features eco-friendly and authentic arts and crafts, along with multiple product lines such as corporate gifts, stationery, home accessories, and fashion. With a sustainable voice throughout their creations, the women artisans share ethical values regarding recycling and reusing materials. Each of our unique pieces is Made In Odisha to share the message that specialized handcrafted products are essentially worth preserving.

To give a thrust to the entrepreneurial zeal of Women Self Help Groups (WSHGs) in Odisha, Khordha Matrushakti Farmers' Producer Company Limited (KMFPCL) was established to dispense end-to-end support to Producers' Groups and Producers' Companies to holistically produce, process, position and promote their products digitally as well as in retail outlets. The Department of Mission Shakti is determined to foster a strong technology ecosystem to unlock the market potential of products and produces from Odisha through KMFPCL.

Mission Shakti Bazaar provides an abundance of unique arts and crafts, a place where talented female artisans dedicate themselves to techniques handed down through generations and also bring new ideas to this one-stop platform where sustainable creativity gets nurtured. The portal also preserves traditional crafts and local culture through the production of high-quality, handmade contemporary products, such as dhokra crafts, terracotta, Pattachitra, and others that authentically reflect Odisha's pride.



Operational Mission Shakti Bazaar Outlets



Total	73	132	331.85
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At a Glance

- Total No of districts : **9** districts
- Total No of MS Bazaar : **33** Bazaar
- Total No of outlets : **73** nos
- No. of SHGs selling Products : **132** SHGs
- Turnover from the MS Bazar during current FY : **3.32 Cr**
- Income from the MS Bazar during current FY : **1.23 Cr**
- Average turnover per SHGs : **2.51 lakh**
- Average Income per SHGs : **0.92 lakh**



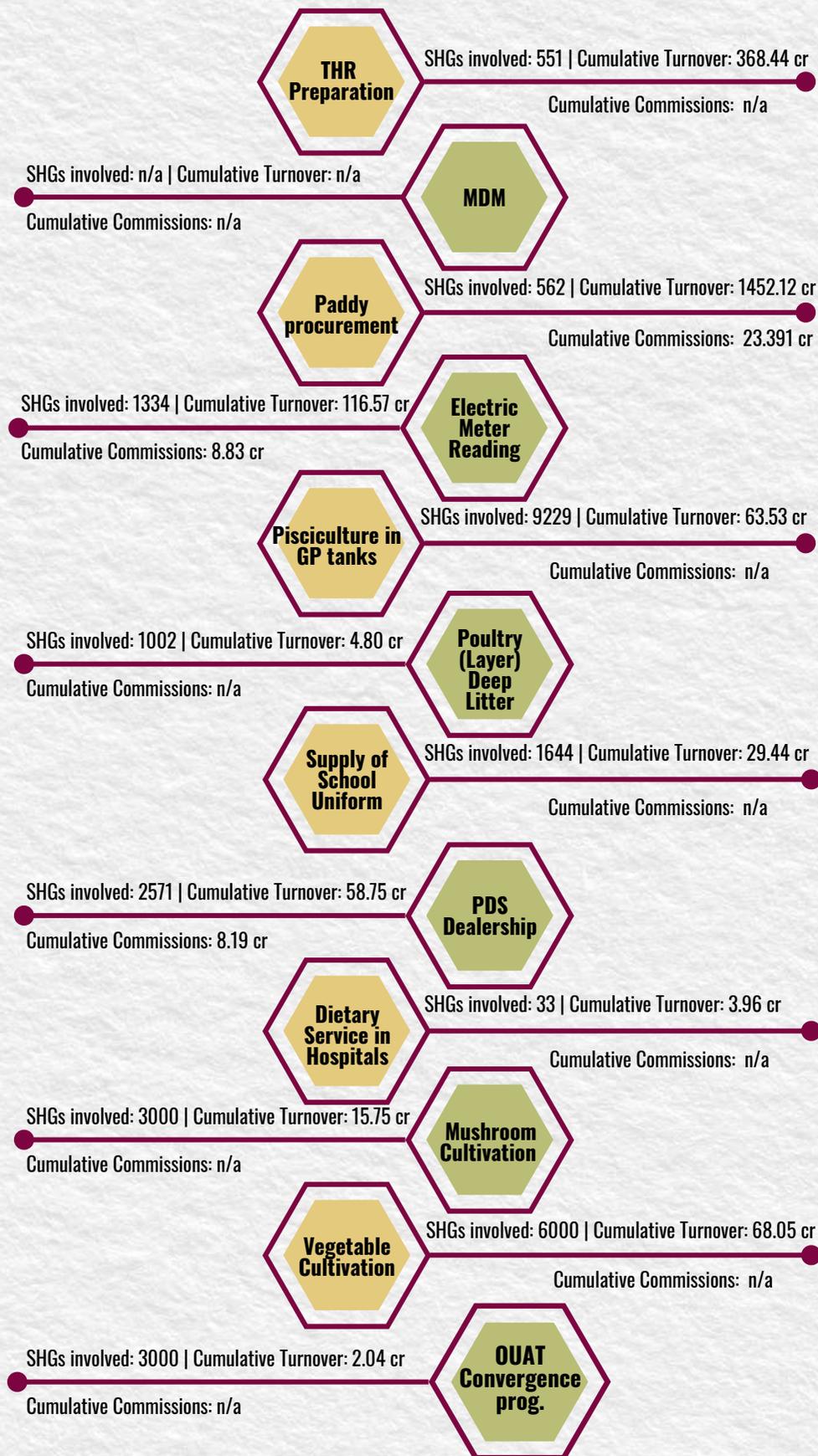
With an aim of doubling the farm incomes of 1 lakh women farmers in 12 tribal-dominated districts, Mission Shakti has been part of the Special Programme on Agriculture Production Clusters (APC) launched by the Government of Odisha.

Over the course of four years, the programme intends to quadruple the farm income of 1 lakh women farmers in 40 backward blocks. Mission Shakti, as part of APC, helps SHG members have better control and access to farm incomes by forming 363 Producer Groups and 30 Producer Companies. IB&CB funds worth Rs. **585.58 lakh** have been disbursed, aimed at diversifying cropping systems, developing vital agricultural infrastructure, establishing local mechanisms for input services, assuring an improved package of practices, and encouraging the use of non-pesticide management approaches.

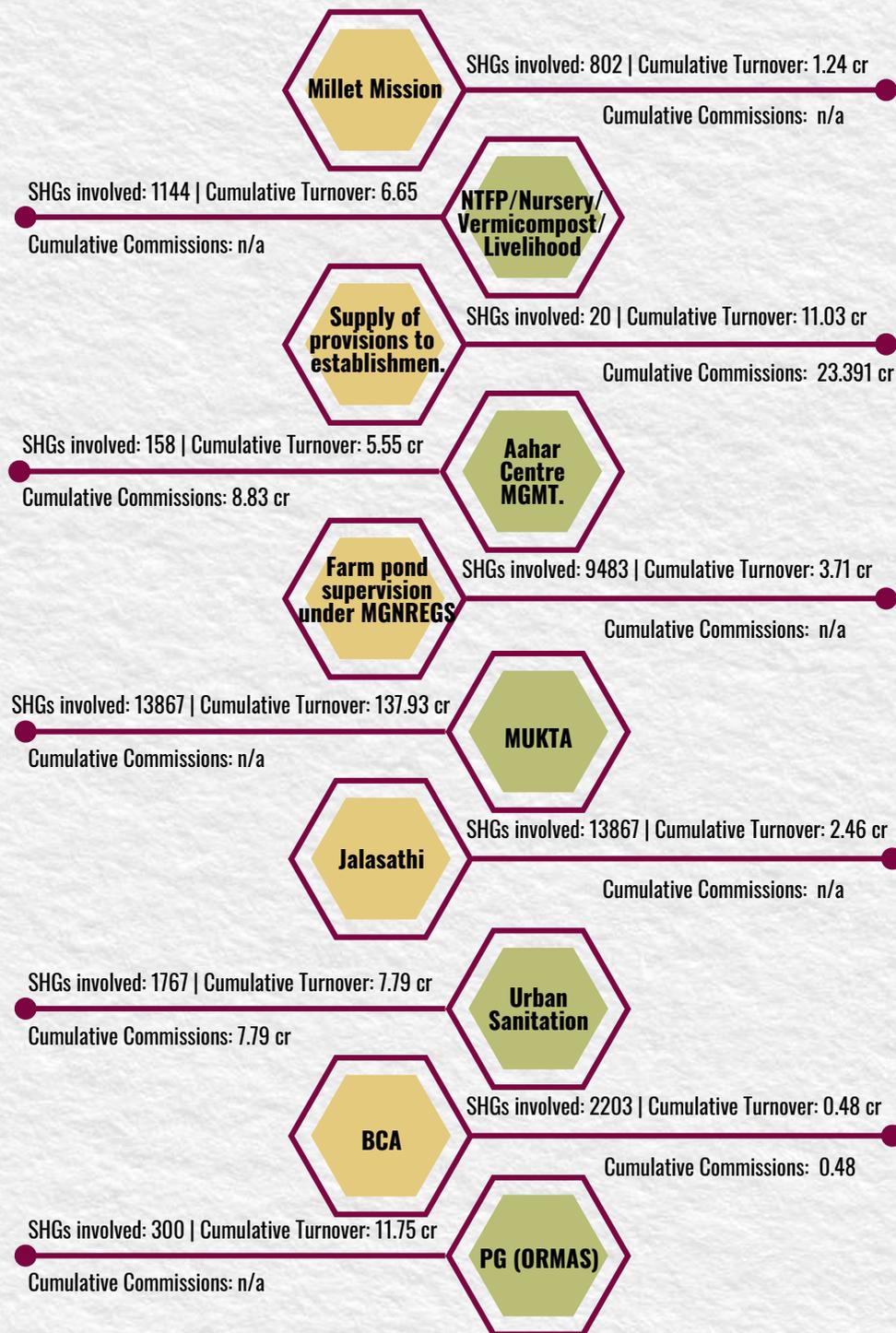


Dist/ Coverage	No of PC Formed	No of PG formed	No of members covered	Amount of Agri- produce sold through collective marketing (In Quintal) by 932 PGs	Turnover through Collective marketing (Rs.in Lakh) by 932 PGs
Dhenkanal	1	7	840	2022	35.3
Mayurbhanj	3	30	3379	19290	228.2
Keonjhar	4	35	4230	11872.4	290.7
Koraput	5	56	6825	29894	764.9
Rayagada	3	28	2035	11556	283
Kandhamal	2	21	2051	6048	158.6
kalahandi	3	69	8219	14622	371.3
Boudh	1	7	855	2173	138.8
Bolangir	5	35	4391	15910	334.7
Jharsuguda	1	47	6062	3768	207.5
Nuapada	1	14	1702	10103	228.2
Sambalpur	1	14	1593	2797	228.2
Total	30	363	42182	132599	3214

Income Generating Activities (IGA) Report (upto March 2022)



Income Generating Activities (IGA) Report (upto March 2022)



	SHGs Involved	Cumulative Turnover 2021-22 (In Cr.)
Total	59404	2372.04



Capacity building of any community organization is very much essential for its professional functioning. Through capacity building, the community organizations can function well and deliver their services effectively and efficiently. This is a continuous process involving regular training and exposure programmes. Different types of training and capacity building programmes have been arranged for community institutions under Mission Shakti.

BLF Strengthening

Revolving Fund to BLFs: Revolving Fund amounting to Rs. 50 lakh per BLF has been released in two phases to all 338 BLFs for financing SHGs for income enhancement and livelihood activities in two phases. So far, 23001 SHGs have availed small loans amounting to Rs.128 cr out of the Revolving Funds placed with Block Level Federations (BLFs).

Administrative Expenditure Assistance to BLFs: 338 BLFs have been provided with administrative expenditure @ Rs.1.5 lakh amounting to Rs. 5.07 crore during 2019-20, @ Rs. 0.86 lakh per annum per BLF during 2020-21 and 2021-22 for strengthening of women SHG federations.

Skill-based Training of Mission Shakti Members Sewing Machine Operators for Promotion of Self-Entrepreneurship in Apparel sector in Odisha



Mission Shakti has been committed to the promotion of entrepreneurship among women SHGs through hassle-free institutional finance, interest subvention, skilling and establishment of micro-enterprises. The Department of Mission Shakti, Government of Odisha in collaboration with Apparel Made-ups & Home Furnishing Sector Skill Council (AMHSSC), New Delhi signed an agreement today to launch an initiative for skill development of 10,000 Mission Shakti SHGs members on apparel manufacturing through an initiative titled "Skill-based training of Mission Shakti Women Self Help Group Members as Sewing Machine Operator". The initiative will ensure the generation of skilled manpower in the apparel sector, provide self-employment opportunities across the state and create organized micro-enterprises in the local apparel industry through the active participation of skilled Mission Shakti SHG members.





Mission Shakti Gruha at GP / Urban Ward: Government has approved the construction of one Mission Shakti Gruha at each Gram Panchayat/Urban ward level to facilitate SHG activities.

At the GP level, Mission Shakti Gruhas are constructed with a budget of Rs. **4 to 5 lakh** per Gruha. So far, **3,648** Mission Shakti Gruhas in rural areas have been completed in all aspects and out of these, **3,309** Gruhas have been allotted to SHGs/their federation. **2,762** Mission Shakti Gruhas are presently used for the purpose of meetings/training by SHGs whereas 547 Mission Gruhas are being used for different livelihood activities.

Similarly, in urban areas Mission Shakti Gruhas are constructed at ward level with a cost of Rs. 5 - 7.09 lakh. So far 1339 MS Gruhas have been sanctioned and are under construction.

Block Mission Shakti Bhawan

At the ICDS project level, Block Mission Shakti Bhawans provide basic infrastructural assistance to women's SHG Block Level Federations (BLFs) to hold regular meetings, training sessions, storage and sale of SHG items, and other day-to-day office activities. The State Government has approved the construction of 338 Block Mission Shakti Bhawans at a cost of Rs. 50 lakh each Bhawan. Block Mission Shakti Bhawans are now being built at 178 ICDS projects. During the current fiscal year, the Department hopes to finish all Block Mission Shakti Bhawans.



Transparency



Empowering Women and Strengthening Livelihoods through Support to SHGs

WFP

The World Food Programme (WFP) and the Government of Odisha have teamed up to expand livelihood programmes, reaching thousands of state-supported Women's Self-Help Groups (WSHG).

This partnership provides technical help and capacity building to Women's Self-Help Groups (WSHG), directly contributing to long-term food security and developing a repeatable model which in line with Mission Shakti's core objectives include working with SHGs to provide livelihood possibilities, enhancing household nutritional security, and boosting women's participation in decision-making.

The partnership, worth Rs. 7.52 crores effective till December 2023, also focuses on improving women's groups' connections to government procurement systems, raising awareness of entitlements, strengthening women's groups' capacity, developing monitoring tools, and conducting evaluations to improve the groups' function.

Broad Objective



Livelihood for **1 Lakh** SHGs



Empowerment of **5 Lakh** SHGs



Improved **Food & Nutritional Security**



Realising the need for an evidence-based mechanism to monitor the pace and progress of programme implementation, a comprehensive MIS solution has also been developed with the support of NIC. This will further strengthen the review and monitoring mechanism at every level of project implementation to ensure efficiency and efficacy in Mission Shakti activity implementation. This application has the scope of profiling all community institutions; recording financial assistance to these institutions; income generating activities taken up by those institutions. 6 lakh SHGs have been digitised with member information.

To avoid member duplication across multiple SHGs, the ADHAAR of members are collected and updated in the MIS as a unique identity.



Aiming at bridging the digital divide across all sections of the society, the digital empowerment initiatives by Mission Shakti have been challenging the gender stereotypes around access to and use of digital devices and services. Mission Shakti have come up with a Mobile based application with the support of OCAC, Bhubaneswar that enables the Women SHG members have access to information about the various women empowerment initiatives and services of the Government. This also creates a strong channel for addressing the issues of SHGs by enabling the SHGs to raise their issues through this application.

Awareness creation among SHGs on BSKY

Biju Swasthya Kalyan Yojana(BSKY) - the state health assurance scheme has increased coverage for women within households. The members of Mission Shakti SHGs have been engaged across the state for creating awareness of the entitlements under BSKY.

District-level training programmes have been conducted in different districts for the BLF leaders to be trained as Master Trainers for this statewide Awareness.

3 leaders from each BLF have been trained at the district level who in return trained 31262 master trainers at block levels. The block-level master trainers covered all villages conducting more than 50,000 training programs at village levels.





To create awareness among the SHGs across the state on

- a) the benefits of Bank Linkage & Interest Subvention and to provide hassle-free institutional finance for the promotion of Livelihoods and
- b) the establishment of women-led enterprises taking advantage of the bank loans @ 0% interest up to 3 lakh on prompt and regular repayment

The department of Mission Shakti has relied on the display of hoardings in strategic locations across Odisha. The sensitisation of women of the State on Mission Shakti activities has been highly beneficial as the information has found its way to many intended recipients.

The massive awareness campaign was undertaken through the I&PR Department and their approved rates.



ମିଶନ ଶକ୍ତି



(ମା)ର୍ଚ୍ଚ ମାଧ୍ୟମରେ ଯାଉଥିବା ସାମାଜିକ ସେବା ସ୍ୱାସ୍ଥ୍ୟକର୍ମୀଙ୍କୁ ସାବଧାନ କରିବା ପାଇଁ ସାବୁନରେ ହାତ ଧୁଆଁକୁ : (ଅବଧାନ ୪୦ ରୁ ୬୦ ସେକେଣ୍ଡ ପର୍ଯ୍ୟନ୍ତ)



ବିଶେଷ କରି

- ✦ ଅନ୍ୟକଣ୍ଠେ ବ୍ୟବହାର କରିଥିବା ଡିଜିଟାଲ ଉପକରଣ ପରେ
- ✦ ମାସ ପିନ୍ଧିବା ପୂର୍ବରୁ ଓ କାଟିବା ପରେ
- ✦ ରୋଷେଇ କରିବା ଓ ଖାଇବା ପୂର୍ବରୁ ଏବଂ ଶୋଇ ହେବା ପରେ
- ✦ ମୁହଁକୁ ଖର୍ଚ୍ଚ କରିବା ପୂର୍ବରୁ ଓ ପରେ
- ✦ ଶିଶୁକୁ ଧରିବା କିମ୍ବା କ୍ଷୀର ଖୁଆଇବା ପୂର୍ବରୁ
- ✦ ନିଜର କିମ୍ବା ଶିଶୁର ନାକକୁ ଶିଫାଣି ପୋଛିବା ପରେ
- ✦ କାଢ଼ିବା ଓ ଛିଙ୍କିବା ପରେ

Mission Shakti SHGs have been crucial in raising awareness among the general public. During the second phase of the Covid-19 pandemic, a booklet containing instructional guidelines has been disseminated through dedicated WhatsApp groups to SHGs to create awareness.

ଭାରତ ଓ ଓଡ଼ିଶାରେ କରୋନାର ଏବେକାର ସ୍ଥିତି

ଭାରତ ରେ ପ୍ରଥମେ ଚିହ୍ନିତ ହୋଇଥିବା କରୋନା, ଯାହା ମହାମାରୀ, ପଞ୍ଜାବ, ଦେହରା, ହରିଆନା, ମଧ୍ୟପ୍ରଦେଶରେ କରୋନା ଦ୍ୱିତୀୟ ଲହରୀର ସର୍ବାଧିକ ପ୍ରଭାବ ଦେଖିବାକୁ ମିଳିଥିବା ବେଳେ ଅନ୍ୟ ରାଜ୍ୟରେ ମଧ୍ୟ ସ୍ଥିତି ଖରାପ ଆଡ଼କୁ ଯାଇଛି । ଦେଶରେ ଏବେ ଦୈନିକ ସାମାଜିକ ଚାଳିଷ ଚାଳିଶ ବେଳେ ଓଡ଼ିଶାରେ ୧୫ ହଜାର ଛୁଇଁ ଘାରିବାଣି । ଗତ ବର୍ଷ ପୂର୍ଣ୍ଣା ଲୋକାଳୁ ଚଳିତ ସଂକ୍ରମଣ ଦୂରଭୁତ ହେବାକୁ

୨-୩ମାସ ନେଇଥିବା ବେଳେ ଏବେ ୧୫୦୦୦ ଦିନ ନେଇଥିବା ବେଳକୁ ଯାଇଛି । ଏଥିରୁ ଅନୁମାନ କରାଯାଉଛି ଯେ ଏଇ ଦିନି ଚାରି ସପ୍ତାହ ମଧ୍ୟରେ ଆକ୍ରମଣ ଗତ ବର୍ଷର ଅନ୍ତ ସେପ୍ଟେମ୍ବରର ଅବସ୍ଥାକୁ ଆସିଯିବା ଚାପରେ କଣ ହେବ ତାହା କହିବା କଷ୍ଟ । ତେଣୁ ଆମକୁ ପୂର୍ବଦେଖା ଯଥେଷ୍ଟ ଅଧିକ ସତର୍କତା ଅବଲମ୍ବନ କରିବା ଜରୁରୀ ।

ଓଡ଼ିଶାରେ ଦ୍ୱିତୀୟ ଲହରୀର ମୁଖ୍ୟ କାରଣ ଓ ମାଧ୍ୟମ

- ମହାମାରୀ, ପଞ୍ଜାବ, ଦେହରା, ପଞ୍ଜାବର ଓ ପଡ଼ୋଶୀ ରାଜ୍ୟ ହରିଆନାରେ ଦିନିକୁ ଦିନକୁ ସଂକ୍ରମଣ ବ୍ୟକ୍ତିଙ୍କ ପ୍ରଦେଶ ଏବଂ ଏହି ଦିଗରେ ଲୋକଙ୍କର ଅନାଚାରକୁ ଯତୀକରଣ
- ମାସ ନପିନ୍ଧିବା କିମ୍ବା ସଠିକ ଭାବେ ନପିନ୍ଧିବା
- ସ୍କୁଲ, କଲେଜ, ହଷ୍ଟେଲ, ମେସିନରେ ବୋଲିବ ନିୟମ ପାଳନରେ ଅବହେଳା
- ବିଶେଷ ଏବଂ ସୁବିଶେଷ ମାନଙ୍କ ମଧ୍ୟରେ ଆବଶ୍ୟକ ସତର୍କତା ପ୍ରତି ଯତ୍ନ
- ହାତ ଚୋର, ମେଲି ମାଲିକ, ବିବାହ ବ୍ରତ, ଶୁଣିକିଣ୍ଡାରେ ଜନଗହନ ଓ ଖରାଦିକ ଦୂରତାରେ ବିପରୀତ
- ହରମୁଆ ଏବଂ ସାଧାରଣ ପରିସ୍ଥିତି ପ୍ରତି ଚାଲୁ ରାସ

ନୂଆ କରୋନା ଭୂତାଣୁର ନୂଆ ଲକ୍ଷଣ

- ଦେହ ହାତ ଅବଶ ଲାଗିବା
- ରୋଗ ନିହେବା
- ମୁଖ ଦିଆ, ଦେହ ହାତ ସମାନ୍ତର ମଧ୍ୟ ଘୋରନିଆ
- ପତଳା ଯାତା ଦିନକୁ ୪-୫ ଅର ହେବା
- ଆଖିରୁ ବାହାରିବା ଅନିଶ୍ଚିତ ଲାଗିବା
- ଚର୍ମ ରୋଗ ନୂଆକରି ବେଶ୍‌ହେବା, ଚର୍ମ ରୁଗ୍ଣତା ହେବା ଲାଗିବା ନାଳ ପଡ଼ିବା (ବିଶେଷ କରି ଗୋଡ଼ ଆସୁଥିଲେ)
- ଗରୁ ପରକ ହେବା, ନାଳ ବୁଣ୍ଡିହେବା
- ସମାଜିକ ଦୂରତା ହେବା ସହ ଛାଡ଼ିବେ ସମାଜିକ ସମ୍ପର୍କ ହେବା

ନୂଆ କରୋନା ଭୂତାଣୁ ସମ୍ପର୍କରେ ଆଉ କିଛି ନୂଆ ତଥ୍ୟ

- ଏହା ପୂର୍ବଦେଖା ଶୁଦ୍ଧ ଶାନ୍ତ ବସ୍ତୁ ଲୋକଙ୍କୁ ସଂକ୍ରମିତ କରୁଛି
- ୪୦% କେଶୁରେ ଏହା ଲକ୍ଷଣ ନଥିବା ବ୍ୟକ୍ତିଙ୍କ ମଧ୍ୟରେ ବ୍ୟାପୁଥିବା ଦେଖାଯାଇଛି ।
- ପୂର୍ବରୁ କାଣ ବା ଛିଙ୍କରେ ଛିଟିକି ପଡୁଥିବା କ୍ରୋମା (droplet) ଥିବୁ, ମଧ୍ୟରେ ଉପସ୍ଥିତ ଥିବା ଲୋକଙ୍କ ମୁହଁ ଉପରେ ପଡିବା ଦ୍ୱାରା ଏହା ବ୍ୟାପୁଥିବା କିନ୍ତୁ ବର୍ତ୍ତମାନ ଏହା ବାୟୁମଣ୍ଡଳରେ ରାସମାନ କଣିକା (droplet nuclei) ଆକାରରେ ରହିପାରୁଥିବା ଦ୍ୱାରା ଅଧିକ ଦୂରତାରେ ଥିବା ଲୋକଙ୍କୁ ଏବଂ କାଣ ଓ ଛିଙ୍କର ବସ୍ତୁ ସମ୍ପର୍କରେ ମଧ୍ୟ ଅନ୍ୟ ସଂକ୍ରମଣ କରୁଛି । ଆବଶ୍ୟକ ହେଲେ ବା ବାୟୁ ଚଳାଚଳ ନଥିବା ପରିସ୍ଥିତି ଯଥା କି ଏ.ପି. ସୁମ୍, ଲିଫ୍ଟ, ସପିଙ୍ଗ ମଲ, ମସିର ଗମାଗା, ଏ.ପି. ଏମ୍ ଅଧିକ ପିଲା ରହିଥିବା ହଷ୍ଟେଲ ବୋଠା, ଡିନେମା ହଲ, ମାର୍କେଟ୍ କମ୍ପ୍ଲେକ୍ସ, ରେକ ଗାଡିର ଏ.ପି. କୋଚ୍ ଆଦିରେ ଅଧିକ ସଂକ୍ରମଣ ହେବାର ଆଶଙ୍କା ରହିଛି ।
- ଏହାର ଘାତକ ଶକ୍ତି କମ୍ ବୋଲି ପୂର୍ବରୁ ଧାରଣା ଥିଲା । କିନ୍ତୁ ଚାହା ଏବେ ଚାଲୁ ପ୍ରମାଣିତ ହୋଇଛି । ରୋଗ ଚିହ୍ନ ହେବ ବେଳକୁ କମ ସମୟ ଭିତରେ ଏହା ଗୁରୁତର ଅବସ୍ଥାକୁ ଆସିଯାଇଥିବା ଦେଖାଯାଇଛି ।
- ପୂର୍ବରୁ ଛୋଟ ପିଲାମାନଙ୍କ ପାଇଁ ବିପଦ ନଥିଲା, ମାତ୍ର ଏହି ନୂଆ ପ୍ରକାର ପିଲାମାନଙ୍କୁ ମଧ୍ୟ ସଂକ୍ରମିତ କରୁଛି ।
- ଏକସମୟରେ ପରିବାରର ଏକାଧିକ ବ୍ୟକ୍ତି ସଂକ୍ରମିତ ହେଉଛନ୍ତି ।
- ଚାହା ନେଇପାରିଥିବା ବ୍ୟକ୍ତିଙ୍କ ମଧ୍ୟରୁ କେତେକଙ୍କ ଠାରେ ମଧ୍ୟ କରୋନା ସଂକ୍ରମଣ ଚିହ୍ନ ହୋଇଛି ।
- ଲକ୍ଷଣ ଗୁଡ଼ିକ ପୂର୍ବରୁ ଅଲଗା ଏବଂ କମ୍ ଚାହୁ ଥିବା ବିଭିନ୍ନ / ସହେତ କରିବା ସହଜ ନୁହେଁ । ତେଣୁ ହଠାତ ଗୁରୁତର ଅବସ୍ଥା ଆସିଯାଇଛି ।
- ଲକ୍ଷଣ ନଥିବା ବ୍ୟକ୍ତି ମଧ୍ୟ ସଂକ୍ରମଣ ସ୍ଥିତିରେ ଆଉ ପାରିବି ।
- ମାସ ବ୍ୟବହାର କରିନଥିବା କିମ୍ବା ନାଳ ଚକକୁ ପିନ୍ଧୁଥିବା ବ୍ୟକ୍ତିଙ୍କ ଠାରେ ଏହା ଶୁଦ୍ଧ କମ୍ ସମ୍ଭାବନାରେ ପ୍ରଦେଶ କରି ସଂକ୍ରମଣ କରୁଥିବା ହେବ ।
- ମସିଷ, ପୁସ୍ ପୁସ୍, ହାଟ୍, ଭିରର ଆଦି ଗୁରୁତର ଅବସ୍ଥାରେ ଆହାର ଦେବାର ଆଶଙ୍କା ଶୁଦ୍ଧ ଅଧିକ ଅଛି ।
- ଯାକିଆ ଲାଗିବା, ପୂର୍ବରୁ ବିଶେଷ କିଛି ଲକ୍ଷଣ ନଥାଇ ହଠାତ ଅନିଶ୍ଚିତ ଲାଗିବା ଓ ଗମନ ଅବସ୍ଥାକୁ ଚାଲିଯିବା ପତଳା ଯାତା, ଚର୍ମରୋଗ ଆଦି ନୂଆ ପ୍ରକାର କରୋନାର ଲକ୍ଷଣ ।



Working towards tackling issues such as gender discrimination, socio-economic disparity, and political empowerment of women of Odisha, Mission Shakti has been playing the role of the platform to bring out changes for a just society. This cause, this vision needs to be far-reaching, searing into the hearts of the mass. That's where Social Media can make a huge impact. In this digital world, a proper presence on Social Media can actively put the initiative in limelight, gain momentum across the globe & give much-deserved recognition to the effort.

Social Media Objectives & Goals

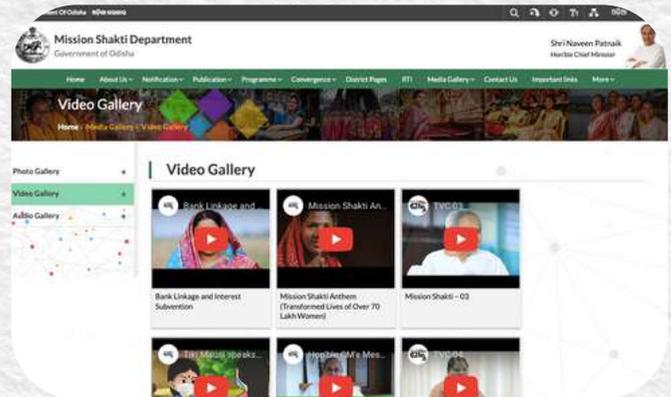
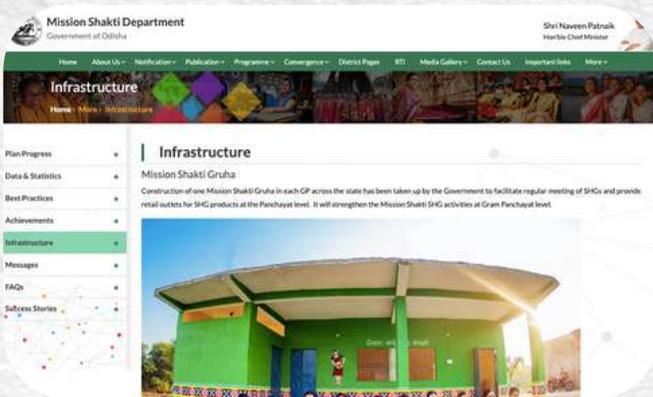
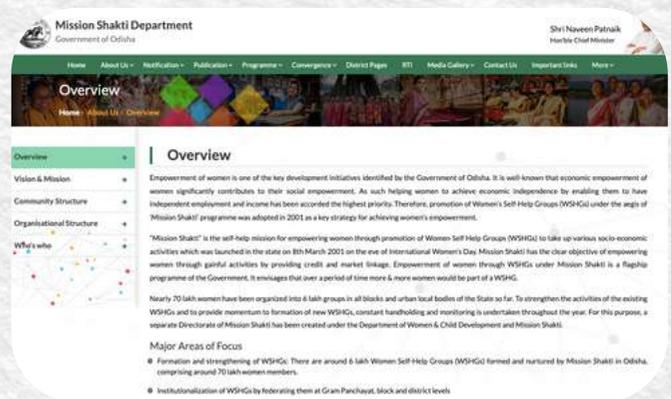
- **Creating Awareness**
- **Outreach** through Social Media; sharing information relevant to different programs rolled out, success stories, QnAs etc to reach out to the public.
- **Engaging with the Community** of 70 lakh WSHG members & their families. Addressing grievances, solving problems, answering queries, hand holding & providing a positive, conducive atmosphere.



Departmental websites serve a wide range of purposes. Be it foreshadowing the upcoming initiatives, programs and plans or offering more details on the department’s organisational structure, and inner workings of the machinery, websites are the portals or gateways for the public to receive centralised information about a plethora of things.

More importantly, in this digital age, websites offer transparency to the public and a direct medium or channel of communication. The department of Mission Shakti through its website focuses on disbursing information on things such as various programs, convergences with other wings of the government, district-specific initiatives, RTI and updates from social media as well as notifications from upcoming projects, schemes etc.

The department also provides a single window for visitors to access services like BLIS, Mission Shakti MIS, the OLM website and the mobile application on the site. Apart from this, the website features a video gallery & photos from countless activities across the state for the viewers, showcasing the growth of Mission Shakti over the past two decades.



All India Radio

AIR Cuttack has developed 3 Radio Jingles (each spot of 40-sec duration) on BCA, MS Bhawan & Revolving fund. 1st Sept 2021 to 31st Dec 2021.

Convergence Training

Training Programs have been organised in cascading model for provisioning of livelihoods and entrepreneurship activities through convergence with different departments, financial inclusion including interest subventions. 3 leaders from each BLF have been trained at the district level who in return trained 31262 master trainers at block levels. The block-level master trainers covered all villages conducting more than 50,000 training programs at village levels. At all levels, the SHGs are being incentivised to conduct the training program.



Activity wise Training Programmes Conducted

Department/Agency	Activity	Number of SHGs/SHG members training during 2020-21 FY
Directorate of Horticulture	Product aggregation, marketing, synchronized farming, etc under APC Project	15,525
RSETI	Skill training on different livelihood activities at district & block level such as Tailoring, Agarbati, food processing, BCA, etc	14789
IHM, Bhubaneswar	Management of Mission Shakti Cafe, Bakery unit, Hospital diet	-
W & CD	THR & Pre-school uniform supply	1122
SME	MDM management	-
FSCW	Paddy procurement, FPS dealer	562
ENERGY	Electricity meter reading & Bill collection	247
FARD	Product aggregation, marketing, synchronized farming, etc under APC Project	1844
DAFE	Mushroom & Vegetable cultivation, Millet based enterprise	7778
Health & FW	Hospital diet supply	9
Forest, E & CC	NTFP product	-

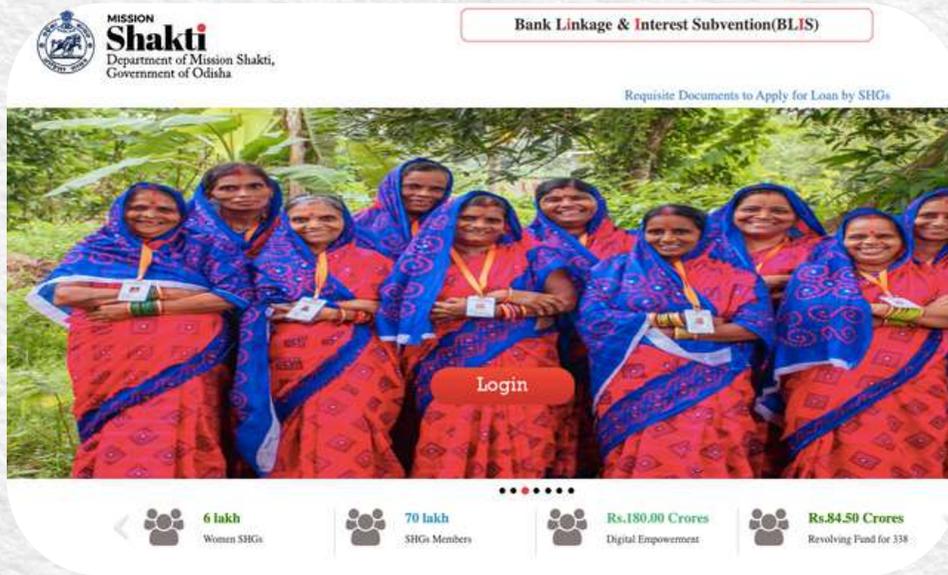
Activity wise Training Programmes Conducted



Technology



Settlement of IS Claims through the SHG Bank Linkage and Interest Subvention (BLIS) portal



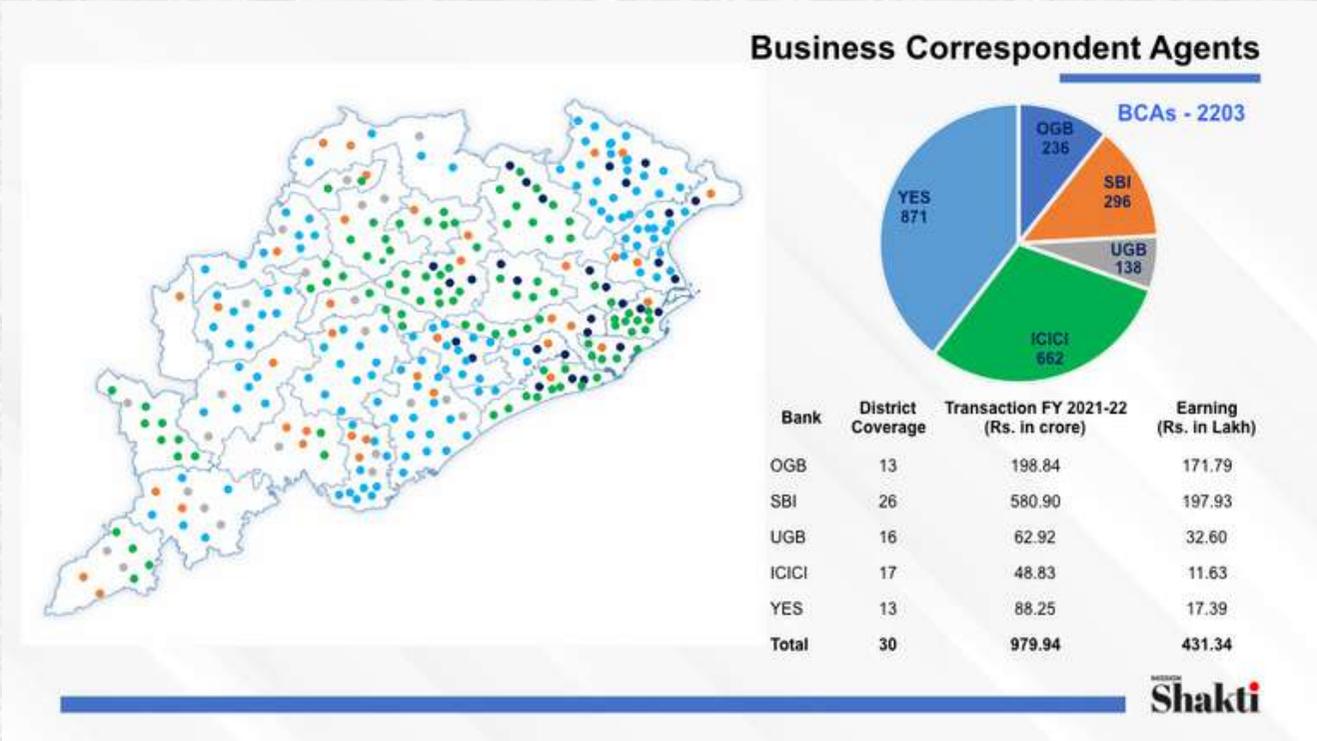
The department of Mission Shakti has taken up a novel initiative of having a dedicated MIS portal to monitor the SHG bank credit linkage status and settlement of claims under the State Interest Subvention Program with support from, Tata Steel Foundation and E & IT Department. The Bank Linkage & Interest Subvention (BLIS) Portal was launched by the Honourable Chief Minister on 8th March 2021. Interest subvention claims amounting to Rs. 58.81 crore has been settled through the BLIS portal during FY 2021-22.



Engagement of SHG Members as Business Correspondent Agents (BCAs)



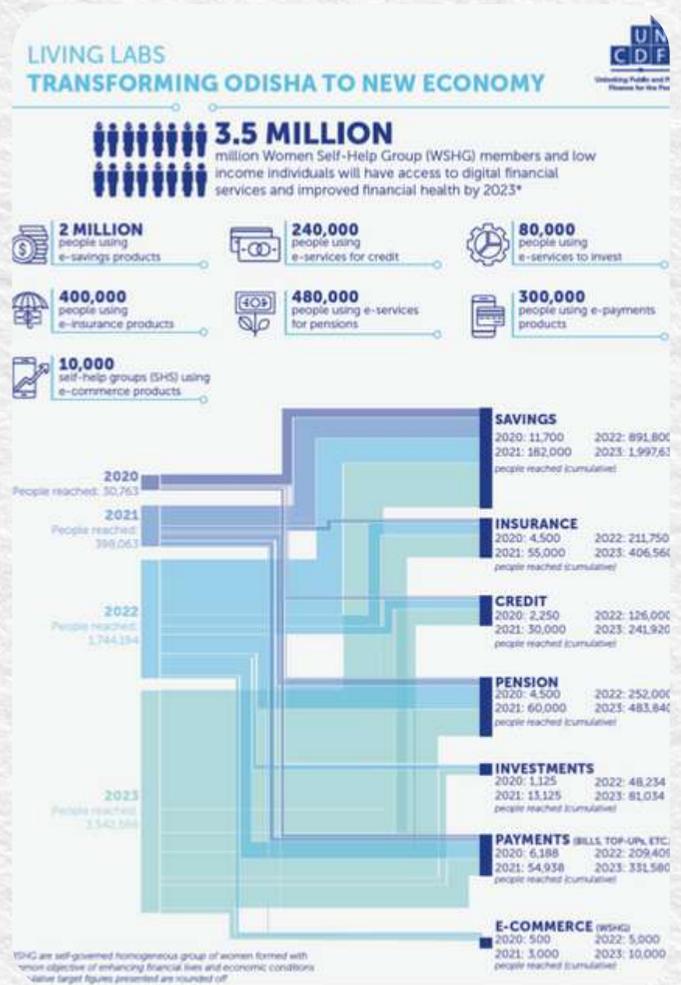
To ensure last-mile delivery of banking services in unbanked and under-banked Gram Panchayats, the Odisha Government made a historic decision of engaging Women Self Help Groups and Federation Members as Business Correspondent Agents (BCAs). Cumulatively 2,203 SHG members have been onboarded as BCAs and required devices for BCAs have been provided free of cost taking support from NABARD and the Department of Mission Shakti. Transactions amounting to Rs. 979.94 crore has been undertaken by these BCAs.



The Government of Odisha's Department of Mission Shakti and the United Nations Capital Development Fund (UNCDF) signed an agreement on the 13th of December 2021 and launched the 'Mission Shakti Living Lab' project, a joint initiative designed by the state government of Odisha and UNCDF's Centre for Financial Health to empower women economically and drive gender equality.

With the help of digital technology and India's growing e-commerce industry, the alliance aims to break down barriers that prevent women from achieving financial stability, autonomy, and financial freedom. It also enables millions of women in SHGs to access digital financial services and improve their financial well-being. The plan includes provisions to help 10,000 women-led micro-businesses gain better access to inexpensive market opportunities, funding for business development, and market solutions to improve linkages.

Furthermore, the programme enhances SHG members' and households' abilities to better plan, save, borrow, and spend, ultimately boosting their financial well-being.



E-Commerce

To accelerate women's economic empowerment & facilitate the sale of SHG products by leveraging the power of e-commerce & digital marketing, Mission Shakti has established an exclusive e-commerce platform for women producers of Mission Shakti. This transformative marketing initiative will augment women's financial freedom in the digital era and increase the bargaining power of women producers by reaching out to buyers beyond the district, state & national boundaries. Under this initiative, the construction of a 'Mission Shakti Bazaar' at the SIRD campus, Bhubaneswar has been approved by Government.

Time



Under Mission Shakti, the SHG-Bank Linkage Programme is a major Financial Inclusion initiative, aimed at ensuring access to institutional credit by Women Self Help Groups, thereby promoting sustainable livelihoods.

In recognition of women members' efforts towards entrepreneurship at the SHG level, the State Government announced the Interest Subvention Scheme for Women Self Help Groups (WSHG) making available loans at an effective rate of 0% per annum for Women Self Help Groups up to Rs. 3 lakhs effective from 1st April 2019 to accelerate the SHG bank linkage programme in the State and to further livelihood promotion of women SHGs.

In FY 2021-22, the target set by the state was to reach 2,80,150 SHGs and provide 6,000 crore rupees worth of financial assistance through bank linkages. By the end of the financial year, the goal has been met and surpassed. A total of Rs. 6836.48 crore has been dispensed in favour of 3,10,819 SHGs.

Not shying away from a challenge, the department sets a bold goal for FY 2022-23. To reach over 3.5 lakh SHGs across the state, with over 8500 crores worth of bank linkage and a pledge to cover all the remaining unbanked GPs in Odisha.



SHG Bank Linkage

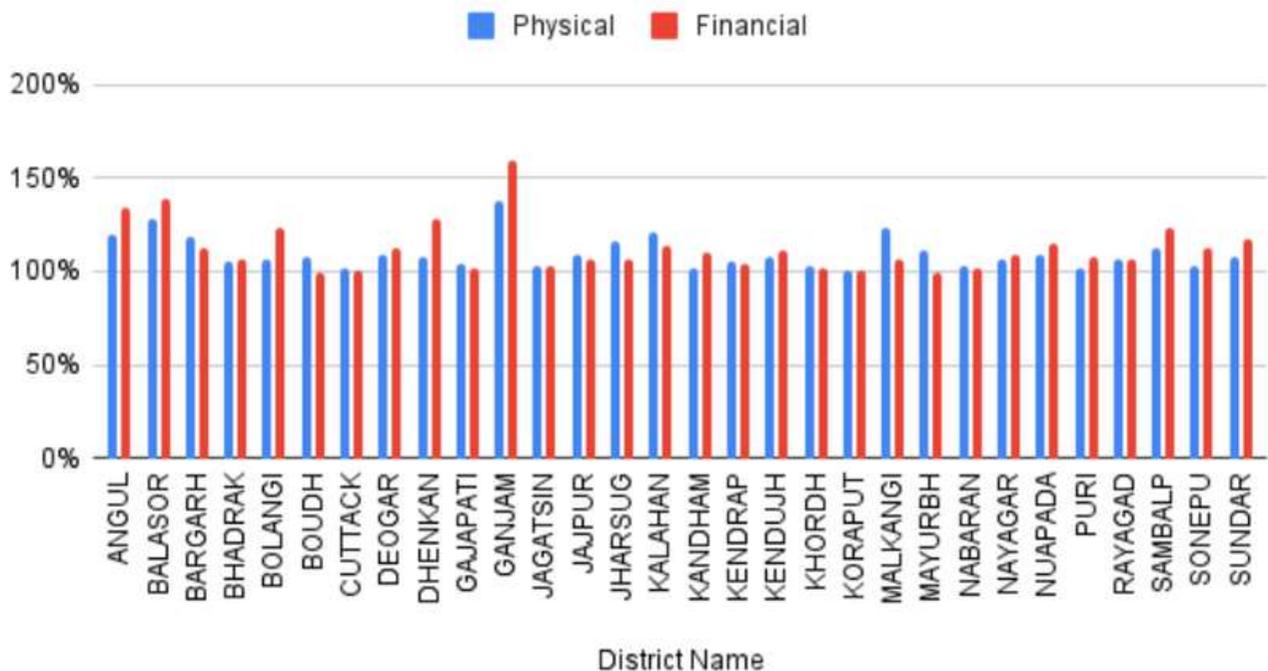
The Department of Mission Shakti fixed the bank linkage target to cover and promote more Mission Shakti WSHGs through the provisioning of bank credit during 2021-22.

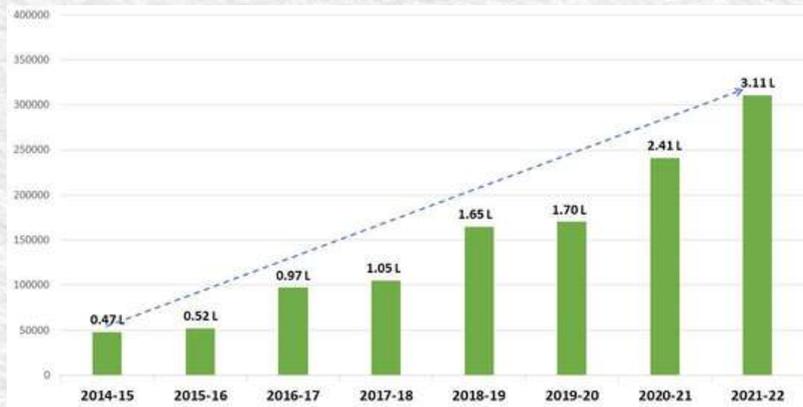
Target	Achievement
Physical SHGs - 2,80,150	3,10,819 (111%)
Financial - Rs. 6002.52 crore	Rs. 6836.48 crore (114%)

District Name	Physical (SHG) Target	Financial Target (in L)	Achievement Physical (SHG)	Achievement Financial (in L)	% Achievement (Physical)	% Achievement (Financial)	Avg Loan Size
Angul	11381	23525.86	13689	31537.9	120%	134%	2.30 L
Balasore	17998	44935.72	23010	62318.9	128%	139%	2.71 L
Bargarh	7159	15146.55	8517	17189.89	119%	113%	2.02 L
Bhadrak	13483	33834.78	14141	36074.15	105%	107%	2.55 L
Bolangir	7858	11861.71	8350	14676	106%	124%	1.76 L
Boudh	3218	7359.54	3464	7260.08	108%	99%	2.10 L
Cuttack	19063	48458.26	19511	48858.66	102%	101%	2.50 L
Deogarh	3991	6630.12	4335	7504.08	109%	113%	1.73 L
Dhenkanal	8464	17595.39	9133	22513.65	108%	128%	2.47 L
Gajapati	4886	8506.58	5083	8703.6	104%	102%	1.71 L
Ganjam	17839	32941.62	24588	52552.78	138%	160%	2.14 L
JSinghpur	9852	22114.8	10125	22829.29	103%	103%	2.25 L
Jajpur	14039	32322.14	15305	34470.37	109%	107%	2.25 L
Jharsuguda	3531	7463.66	4101	8001.2	116%	107%	1.95 L
Kalahandi	6237	9877.99	7572	11285.19	121%	114%	1.49 L
Kandhamal	5481	10189.92	5614	11200.21	102%	110%	2.00 L
Kendrapara	9152	18947.34	9630	19652.06	105%	104%	2.04 L
Keonjhar	11302	21520.83	12221	23828.31	108%	111%	1.95 L
Khordha	12540	32565.2	12903	33375.59	103%	102%	2.59 L
Koraput	7395	12114.31	7485	12256.64	101%	101%	1.64 L
Malkangiri	3201	5489.49	3940	5852.18	123%	107%	1.49L
Mayurbhanj	19451	47279.36	21655	46919.19	111%	99%	2.17 L
Nabarangpur	5796	9180.23	5968	9391.14	103%	102%	1.57 L

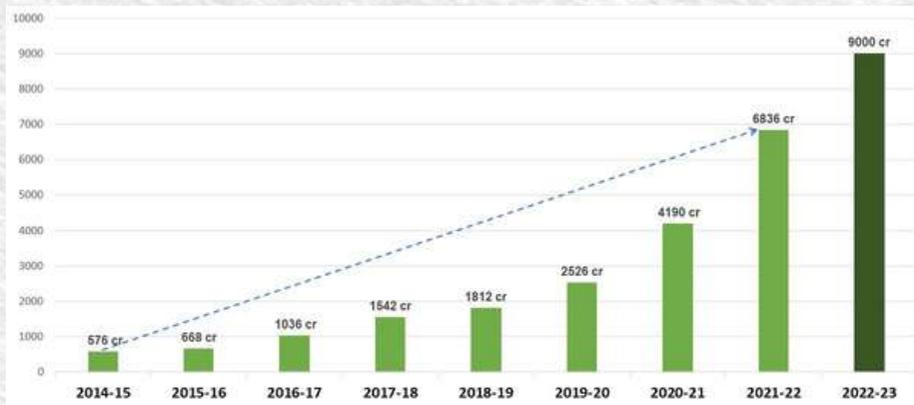
District Name	Physical (SHG) Target	Financial Target (in L)	Achievement Physical (SHG)	Achievement Financial (in L)	% Achievement (Physical)	% Achievement (Financial)	Avg Loan Size
NAYAGARH	8405	21774.02	8960	23759.34	107%	109%	2.65 L
NUAPADA	3844	6103.14	4194	7045.76	109%	115%	1.68 L
PURI	13909	33643.84	14159	36357.78	102%	108%	2.57 L
RAYAGADA	5889	10720.22	6261	11455.61	106%	107%	1.83 L
SAMBALPUR	7286	13681.13	8217	16794.85	113%	123%	2.04 L
SONEPUR	5043	9282.89	5210	10394.14	103%	112%	2.00 L
SUNDARGARH	12457	25185.4	13478	29589.3	108%	117%	2.20 L
TOTAL	280150	600252.02	310819	683647.83	111%	114%	2.2 L

% of Achievement/Physical and % of Achievement/Financial



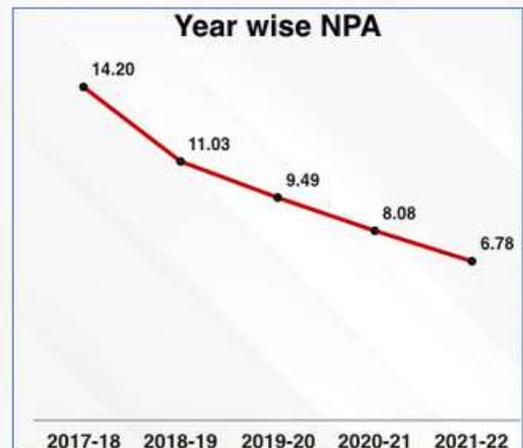
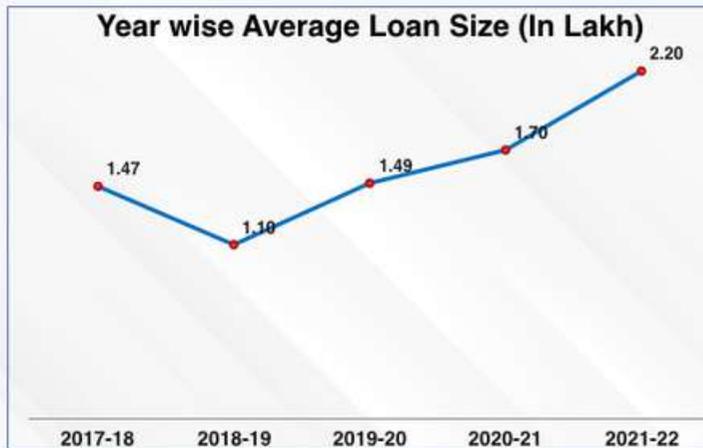


Year Wise SHG Bank Linkage (Phy.)



Year Wise SHG Bank Linkage (Fin.)

Average Loan Size & NPA - 5 years



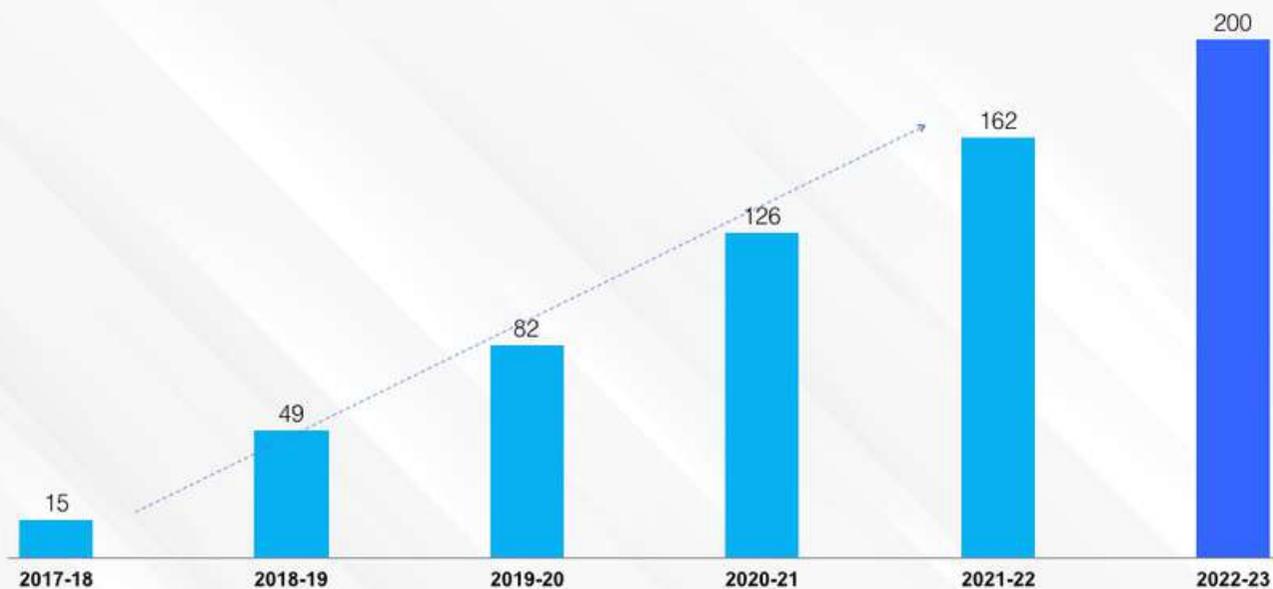
SHG Bank Linkage - 5 years



Mission Shakti Loan– State Interest Subvention Scheme

As the state nodal agency, the Department of Mission Shakti has settled Interest subvention claims amounting to Rs.162.17 crore benefitting 2.87 lakh eligible SHGs towards reimbursement of interest paid against bank loans. This has been the highest amount of interest subvention claim settled in any financial year since inception.

State Interest Subvention – 5 Years





Year Wise SHG Bank Linkage (Fin.)



Year Wise SHG Bank Linkage (Fin.)

Transformation



Mission Shakti, in partnership with the Odisha Millets Mission (OMM), is supporting the establishment of Tiffin Centres and mobile food trucks under the brand name 'Millet Shakti,' generating potential opportunities for Self Help Groups and their Federations.

These cafes provide millet-based hot cooked foods, millet drinks, bakery products, ready-to-cook and ready-to-eat products, and will be run entirely by Women Self Help Groups and their Federations. Furthermore, the organisations are assisting in the distribution of 'Ragi Laddus' to preschool children at AWCs. These programmes aim to popularise a variety of millet-based food products by providing nutritious and delicious options to people of all ages at an affordable price.



On the **29th of October 2021**, Odisha's first **Millet Shakti Cafe** opened its door to the Public in **Keonjhar** town.

484 Ragi threshers provided to selected SHGs for value addition to millets. **104** Millet Shakti tiffin Centres and **3** Millet Shakti Café have been set up. **21** SHGs in Keonjhar district and **38** SHGs in Sundergarh district have started production and supply of Ragi laddu mix to AWCs.

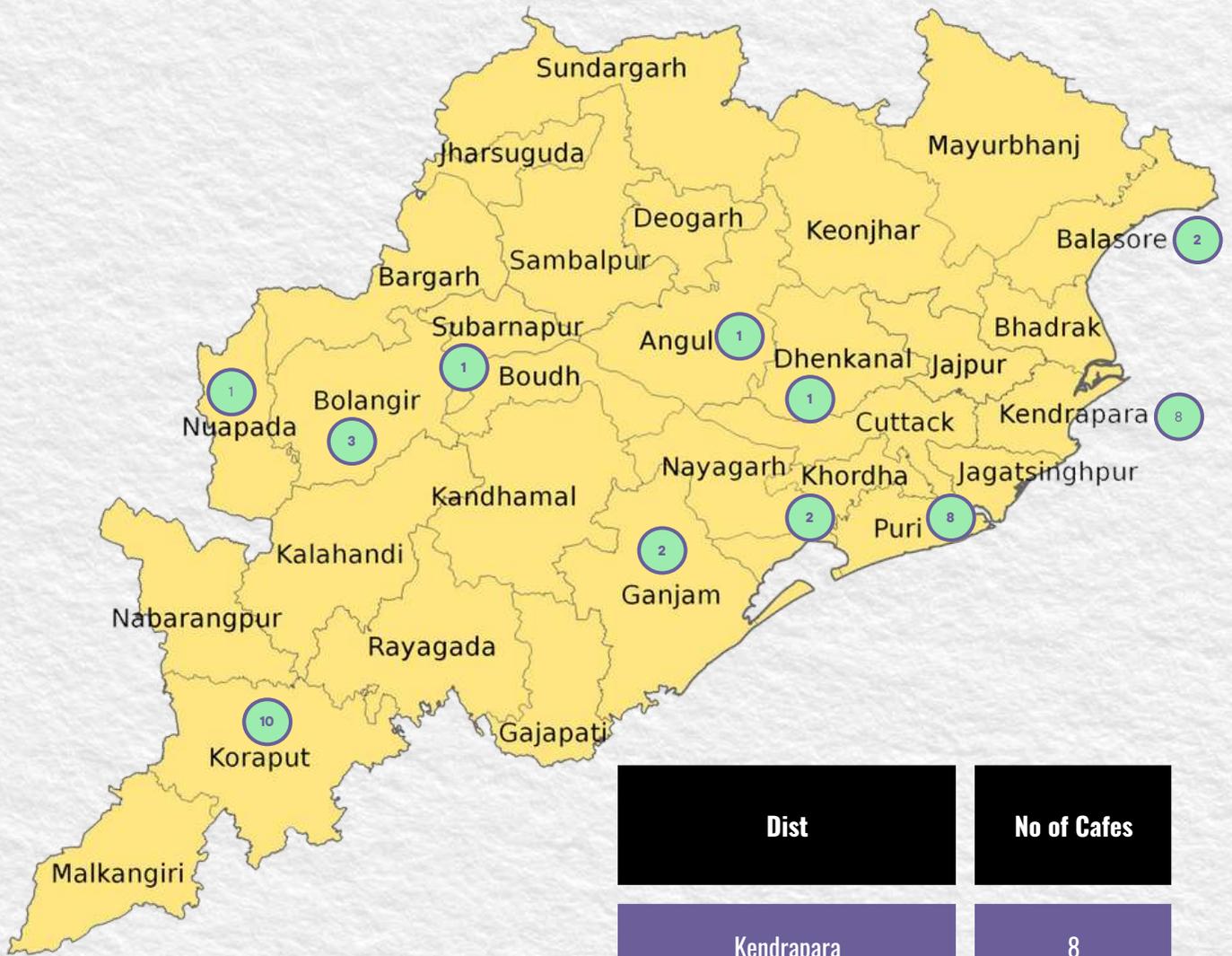


Staying true to its core ideals of providing livelihood opportunities, promoting entrepreneurship among the women across the state, and intent on making them self-sufficient; the establishment of Mission Shakti Cafes is ushering in a wave of new opportunities.

Although its initiation was modest, with passing time the Mission Shakti Cafes, with their varied menu, freshly cooked cuisine and fantastic service are slowly carving themselves a niche in the restaurant segment in Odisha.

Behind this concept of Mission Shakti Cafe lies the vision of the Odisha Government; to come up with inventive ways to empower women through the SHG movement by providing them different avenues to exhibit their skills and earn a living from it. And this vision is coming true in the case of the Mission Shakti cafes as they are quickly becoming one of the favourite destinations for locals as well as travellers.

MISSION
Shakti | *Cafe*



Dist	No of Cafes
Angul	1
Balasore	2
Bolangir	3
Dhenkanal	1
Ganjam	2

Dist	No of Cafes
Kendrapara	8
Nuapada	1
Puri	8
Subarnapur	1
Koraput	10
Khordha	2
Total	33

Since the Mission Shakti movement caught wind, the rural women have gradually made their presence felt in almost all economic activities be that in the rural or urban areas. And entering the restaurant sector, they are poised to cement their position while challenging the traditional gender stereotypes. Currently, 33 such cafes are operating in the state.

The idea is to promote cafes like these at all the block levels across the state, cafes powered by women in all aspects—from the oven in the kitchen to the people serving the meals. One of the key features of all the Mission Shakti Cafes is that they offer both traditional and contemporary food and snack items to cater to their diners, but what makes them different from other restaurants is the love with which the women serve the visitors. The well-designed ambience, the quality of food and the hospitality of the smiling Cafe staff all contribute towards a long-lasting impression to those who visit, even if just once.

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District Wise Success Stories

Balangir

BLF, Khaprakhol has been entrusted to manage the first Mission Shakti Panthanivas of Balangir. Located on the southern slope of Gandhamardan hills, close to the iconic Harishankar temple, the State-run Panthanivas consists of 5 VIP suites, a cafe and a 24x7 multi-cuisine restaurant.

The members have been extensively trained in hospitality & other techno-managerial aspects at SIHM, Balangir. The Panthanivas is open to devotees, visitors, public from the 4th of April 2022 with online booking facilities to become active soon.



Balasore

On 01.06.2022, a work shed under MGNREGS has been allotted to Iswar PG, Panpana, Balasore District. The assigned work shed will work as a store room for all the raw materials used to prepare Jute crafts, keeping them safe during the off-seasons.

In a convergence with ORMAS, the PG has been engaged in Jute craft, supplying well-designed jute bags to various State Government Departments on a regular basis. The group also produces many decorative jute items using the modern machinery at their disposal.

Apart from selling in the local market, their products have been featured and sold at various exhibitions all over the country. The PG generates an annual turnover of Rs. 4.48 lakh with a profit of Rs. 2 lakh per annum.



Bargarh

Barpali Saree, as the name, shows from the Barpali region of Bargarh district. These sarees are traditionally hand-woven involving the process of tie & dye. Barpali is the home of the world-famous Pasapali weave. Jagadamba SHG from Barpali involved in the weaving of Barpali sarees was established in 2002 and has an annual turnover of Rs. 85 lakh.

Bhadrak

The populist programme aimed at providing meals at Rs 5 to the needy in the urban areas, Aahaar centres have sprouted across all 114 urban local bodies of the state. Mission Shakti in convergence with the Housing and Urban Development Department has engaged the members of 167 Mission Shakti SHGs in the management of the Aahaar programme in many districts.

The Janani SHG from Bhadrak district has been managing the Aahaar centre, serving nutritious hot cooked meals to more than 300 people on any given day. Till now, the group has served more than 60,000 meals collecting an incentive of Rs. 1,07,820

Boudh

Odisha is one of the prominent states in the Handloom, Textiles & Handicrafts map of the country providing livelihood to its people. Many Mission Shakti SHGs have found their livelihood in the handloom sector.

The members of Maa Mahalaxmi WSHG from Champapur, Harabhanga Block, Boudh have been engaged in weaving exquisite fabrics especially Bandha & Bomkei Sarees using traditional methods with IB & CB support from Mission Shakti.

With various tribal motifs adding to the elegance of these fabrics, the members have managed to market more than 700 pieces per year, generating Rs. 10 to 15 lakh with profits ranging from Rs. 6 to 10 lakhs.



Cuttack

Coir is the best example of 'waste to wealth', which provides a sustainable solution, as it is eco-friendly. With the help of Mission Shakti, 30 women entrepreneurs of Cuttack District have managed to create just that.

Tarini Producer Group representing these women began as the Maa Tarini SHG with an initial investment of Rs. 20000 with production limited to just 1 quintal coir product/month. Department of Mission Shakti in convergence with ORMAS helped the members expand their business by introducing modern and advanced technological inputs.

Now, the group is generating an annual turnover of Rs. 34 lakh, selling around 50 quintals of coir products per month.

They sell their products in exhibitions as well as they have a tie-up with 30 hardware stores located in Cuttack city to supply doormats and ropes. The members are further planning to expand their coir business through integration on e-commerce websites to augment their income generation.



Dhenkanal

Women artisans organized under Maa Kalika SHG of Gondia block, Dhenkanal district has been preparing decorative items on different surfaces. Availing bank linkages worth Rs.3 lakh to scale up their operations, the members have been able to market their products in various exhibitions and niche markets generating an annual turnover of more than Rs. 20 lakh with a profit of Rs. 6 lakh.

Their expertise & skill in the art form has contributed to the success of this SHG. Apart from their traditional woodcraft activity, the members are also engaged in secondary activities like growing and selling spices, generating an additional Rs. 2 lakh with a profit of Rs. 60,000 annually.



Gajapati

Although Odisha has grown from an agri-centric to an industry-driven economy, many traditional farmers are still engaged in various agricultural activities as their primary source of livelihood. Among those are the members of Saraswati SHG and Sai Ram SHG from Gajapati, who are currently engaged in vegetable cultivation since 2019.

On 11 July 2022, these two Mission Shakti SHGs have received various kitchen garden seeds such as Eggplant, Chilli, radish, Cauliflower, Cucumber, Pumpkin, Brinjal, Tomato, Cowpea, coriander etc. courtesy of the Directorate of Horticulture.

The seeds will be planted on an area of 2.75 Ha. The two groups sell their fresh produce in the local market generating a cumulative turnover of Rs. 3.4 lakh with a profit of Rs. 2.4 lakh.



Ganjam

Mission Shakti SHGs across the state have proved to be efficient entrepreneurs in not only dairy farming but also in the value addition of milk by offering a wide range of dairy products such as curd, cheese, paneer, khoa, traditional dairy sweets, and beverages.

Prativa PG representing 35 members from Narendrapur, Ganjam has been engaged in dairy farming along with running a nursery & seasonal mushroom cultivation. The group undertakes retail sales of milk & other products in local markets, generating an annual turnover of Rs 1,50,00,000/- with a profit of Rs 24,00,000/-.

Supplying over 1000 litres of milk a day as of now, the group has opened up a dairy unit on the 11th of April in Berhampur city for ease of access to the customers. The group also plans on setting up a milk processing unit in the future.



Jagatsinghpur

Committed to setting up a robust market ecosystem for women producers, 'ALAKAA', an exclusive handloom sale counter for SHG products has been set up at Jagatsinghpur Town with support from the district administration.

The store management has been entrusted to Sanskruti Handloom PG, Raghunathpur. This exclusive retail store for showcasing and selling SHG products will encourage women entrepreneurs in the district.



Jajpur

Adopting innovations in pisciculture, Satyasai SHG from Danagadi Block, Jajpur has taken up fish cultivation in biofloc tanks. With technical support from local fisheries officials, the members have prepared two biofloc tanks of 10000-litre capacity each & stocked Tilapia fish fingerlings in each tank. With close to 4.5 quintals of harvest predicted per year, the group has already managed to generate Rs. 81,000/- by the end of Jan'22. The members plan to soon diversify and add prawns into the mix.



Jharsuguda

With easy access to bank credit, facilitated by Mission Shakti, the members of Gayatri SHG from Bhaunra, Jharsuguda are flourishing in vegetable cultivation. Last year with Rs. 3 lakh credit availed, the group managed to cultivate 3 to 4 quintals of pointed gourd each month.

Generating a profit of Rs. 25000 to 30,000 per month from their 2 acres of land, the group has paid off the Rs. 3 lakh on time. Now the members are planning to expand their activity by engaging in a variety of vegetables.



Kalahandi

Lemongrass oil has powerful antioxidant, anti-inflammatory, anti-fungal, & astringent abilities, creating a huge market for it in Odisha as well as abroad. The members of Maa Tulsi SHG, Lanjigarh, Kalahandi have adopted lemongrass cultivation as their primary livelihood activity.

Previously engaged in dal processing & goat rearing, the members are currently cultivating lemongrass on 10 acres of land. The group mostly sells the processed oil in the local market & to various visitors, generating a turnover of Rs. 5 lakh per annum with a profit of Rs. 3 lakh.



Kandhamal

Kandhamal Fresh, a retail unit dedicated to the marketing of rural products produced by Mission Shakti PGs & SHGs was inaugurated at Phulbani, Kandhamal on 20.06.22.

Run by the members of Kandhamal farm & craft PC, the outlet generated Rs. 5000 from the 30 shoppers on its first day.



Kendrapara

The main distinguishing feature of Golden grass, the long gilded golden stem which is mostly found in Kendrapada district, is its natural brightness and golden colour. At harvest, the flower bud is removed and scattered in the wet grassland where they are harvested. Mahabir SHG at Jhajanga, has pioneered this craft with an annual turnover of Rs. 10 lakh. Baskets, bags, flower vases, jewellery boxes, lamps, mats, wall hangings, tapestry and other decorative items are manufactured by this SHG.



Keonjhar

The popularity of Mudhi (puffed rice) has made it a financially viable enterprise for many SHGs across the state. The members of Biswamata SHG from Kendeiposi, Keonjhar are one of the hundred-plus SHGs that are engaged in both handmade & mechanised preparation of Mudhi.

The members sell the prepared Mudhi at the local market at Rs. 100 per kg, generating Rs. 5.4 lakh per annum, with a profit of Rs. 1.8 lakh.



Khordha

The applique work by Maa Mangala SHG from Khordha is known for its bold character and vitality. The members deftly stitch traditional motifs such as elephants, peacocks and flowers on umbrellas, canopies, lamp shades wall hangings on cloth backgrounds to form harmonious and colourful patterns with embroidery work. They have an annual turnover of 10 lakhs.



Koraput

Having diverse livelihood activities helps Mission Shakti SHGs across the state maintain an edge when it comes to income generation. The members of Maa Gojabayani SHG from Boipariguda, Koraput comprising 10 members are currently engaged in Mushroom cultivation, layer farming & PDS supply.

Catering to the local market, the group currently generates Rs. 7.25 lakh from seasonal Mushroom cultivation and PDS supply with a profit of Rs. 2.64 lakh per annum. Apart from that, the members are also involved in various activities at an individual level to augment their income.



Malkangiri

A strong antioxidant with anti-inflammatory effects, turmeric is a popular cash crop for many Mission Shakti SHGs involved in agricultural cultivation as a source of livelihood.

In a bid to add value to their turmeric cultivation, Maa Tara Tarini SHG, Chittrakonda, Malkangiri has adopted the production & sale of packaged turmeric powder as their primary livelihood activity. The products are sold to the nearby market as well as 5 BSF camps in Chittrakonda.

During this month the group has supplied 200 KGs of Turmeric to the camps, along with fresh vegetables to be used in the camp kitchens. From their Turmeric Processing unit, the SHG generates an annual turnover of Rs. 2.43 lakh.



Mayurbhanj

Citrus is considered to be the third most important fruit crop next to mango and banana. As a cash crop suitable for the tropical climate of Odisha it gives the perfect opportunity for farmers to take up lemon cultivation as their choice of livelihood. The members of Baba Dhabaleswar Lemon Producer Group of Gaudarama, Mayurbhanj district have ventured into lemon cultivation.

The group currently cultivates lemons alongside other vegetables and sells them in the nearby towns & markets. Within a year the group has managed to generate a profit of Rs. 1.7 lakh from lemons alone, with a cumulative turnover of Rs. 30.2 lakh annually from vegetable cultivation.

Keeping in view the popularity of pickles in the region, the group plans to receive training on pickle preparation to further their revenue generation



Nabarangpur

Maize cultivation has emerged as a lucrative income-generating activity for many Mission Shakti SHGs. Earlier engaged in the management of Mid Day Meals, the 10 members of Narayani SHG from Badakumari, Nabarangapur have now moved on to Maize cultivation on 12 acres of land.

This livelihood diversification has resulted in quintupling their annual income. Earlier the group generated Rs. 2.5 lakh annually, but since picking up Maize cultivation, the members have managed to generate Rs. 12 lakh with a profit of Rs. 5 lakh from selling their harvest in the local market.

Nayagarh

In a bid to diversify livelihood & maximise profit, the members of Maa Mahalaxmi SHG from Daspalla, Nayagarh have adopted multiple activities such as vegetable cultivation, leaf plate stitching & supply of Mid Day Meal to Asharam School, Takera.

Catering to the local community, from the aforementioned activities, the group currently generates a cumulative turnover of Rs. 9.2 lakh with 4.16 lakh profit per annum.

Nuapada

Representing 122 members from 12 SHGs from Nuapada, Maa Samaleswari Producer Group's major livelihood activities revolve around vegetable cultivation, growing field crops and livestock. Harnessing the resources at their disposal, the PG also cultivates many cash crops such as Groundnuts, Cowpea & tomatoes on 31.8 acres of land.

Through collective marketing so far the group has sold 70 quintals of cowpea at Rs. 3000 per quintal, 90 quintals of Tomatoes at Rs. 2000 per quintal and 50 quintals of groundnuts at Rs. 5100/- per quintal to the local market. During FY 2021-22, the PG has generated a revenue of Rs. 51.71 lakh with a profit of Rs. 35.35 lakh.



Puri

As part of the Green Initiative, the members of Omm Gayatri PG Jute Cluster in Gop have been making jute bags as an alternative to plastic. This group has a factory installed with high-speed machines with motors, cutting machines and screen-printing machines to make jute bags of different sizes, designs and dimensions. With an annual turnover of Rs. 50 lakhs, this SHG has been leading the manufacturing of jute bags in Odisha while making a noteworthy contribution to environmental protection.



Rayagada

Tamarind has immense importance in the food culture of the southern districts of Odisha and other southern states of India. Apart from being used in preparing pickles, charu, and juice, tamarind has a number of medicinal uses like maintaining body temperature and digestion.

Tamarind is a major source of livelihood for the members of Mahima PG and Lurduma PG from Rayagada. Using the traditional methods of cultivation coupled with training and handholding support from Mission Shakti, these groups have managed to collect and sell 5000 kgs of tamarind at Rs. 31/Kg to ORMAS.

Apart from tamarind production, these groups are also engaged in cotton & paddy farming and have generated a cumulative total of Rs. 3,24,880/- this year and are on track to make Rs 6,54,000/- in revenue by the end of the year.



Subarnapur

Breaking barriers and leading by example are the distinct characteristics shared by all Mission Shakti members.

Subarnashree PC from Subarnapur has now ventured into the manufacturing & marketing of Mango Ice Creams made exclusively from locally procured mangoes.

Using mango pulping & ice cream making machine, mango pulps supplied by Gajalaxmi PG at Kalapathar RMC yard, the members of Radhakrushna SHG prepare these delicious ice creams that are now being sold at the Mission Shakti outlet, Mundoghat & Subarnashree Outlet, Sonepur with prices ranging from Rs.20 to 250.

With marketing support from ORMAS, this venture is projected to generate a turnover of Rs. 25 lakh. The group also plans on expanding to an all-natural variety of pulp ice creams including a custard apple variant and running its own chain of ice cream outlets.

Sundargarh

A good source of medicinal value and vitamins, the creeper plant Pointed Gourd, locally known as Potala is widely cultivated across the state. Harekrushna SHG from Lephripara, Sundargarh representing 11 women farmers is currently engaged in pointed gourd cultivation on 2 acres of land.

With harvest season lasting from January to October each year, the SHG typically harvests more than 100 quintals of Potala, selling them fresh in the local market as well as in Rourkela at Rs. 25 per kilo. From this activity, the group generates an annual turnover of Rs. 3.6 lakh with a profit of Rs. 1.96 lakh. Apart from that, the group is also engaged in sugarcane farming. Last season, they generated a turnover of Rs. 2.52 lakh. In future, the members plan on expanding their area of cultivation to maximise profits.





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